

# AMERICAN NURSEYMAN

The National Journal Of Commercial Horticulture  
Chief Exponent Of The American Nursery Trade



Circulating Throughout the United States, Canada and Abroad, Featuring Commercial Horticulture in all its Phases of Nursery Stock, Orchard, Landscape Planting, Distribution. Published Monthly by the American Fruits Publishing Company, Inc.



Vol. XXXIV

ROCHESTER, N. Y., OCTOBER, 1921

No. 4

## Painesville Nurseries



## The Storrs & Harrison Company

Established  
1854

NURSEYMAN

FLORISTS

SEEDSMEN

PAINESVILLE, OHIO.

45 Greenhouses  
1200 Acres

Oct 10

## For Season 1921-22

ROSES and PEACHES  
are  
Our Leaders

A Complete Variety List  
of  
Fruit Trees, Ornamental Trees,  
Shrubs, Perennials,  
Evergreens.

## W. & T. SMITH COMPANY

Lowest Prices Consistent With Quality

THE GENEVA NURSERY

1000 Acres GENEVA, N. Y. 74 Years

## A Complete Variety OF Nursery Stock

60,000 Norway and American Elm,

fine stock in car lots or less.

C. M. HOBBS & SONS  
BRIDGEPORT, IND.

## A COMPLETE LINE TO SELECT FROM WITH THE FOLLOWING ITEMS AS LEADERS :

SHRUBS and VINES a full line.

BARBERRY THUNBERGII, CALIFORNIA and AMOOR  
RIVER privet.

FRUIT and ORNAMENTAL trees, a fine assortment.

AMPELOPSIS VEITCHII, 2 yr. heavy.

ROSES, H. P. and CLIMBING.

RHUBARB and ASPARAGUS.

SEEDLINGS CONNECTICUT GROWN—Barberry Thunber-  
gii, Ampelopsis Veitchii, Multiflora Japonica Rose best  
American stock for budding. Wichuriana Rose and  
Silver Maple.

FOREIGN STOCKS, FRENCH GROWN. Apple, Mahaleb and  
Pear Seedlings, also quince cuttings.

*We Guarantee Satisfaction.*

Our line is full. Send us your list for quotations.

C. R. BURR & Co.,  
MANCHESTER, CONNECTICUT

## Princeton Products

are

## Ornamental

Trees, Shrubs and Evergreens of high  
grade for the wholesale trade

## Princeton Nurseries

Princeton in New Jersey

October first

1921

## The Monroe Nursery

Established 1847

Offers a fine stock of

Cuthbert Raspberries  
Spirea Van Houtte  
Other Ornamental Shrubs

Will be pleased to quote on your list of wants

I. E. ILGENFRITZ' SONS CO.  
MONROE, MICH.

Manufacturers of The I. E. Ilgenfritz' Sons Co.'s Celebrated  
Graft and Stock Planter and Firmer

# American Nurseryman Directory of American Plant Propagators

**Listing Nursery Concerns Which Specialize in Production of Young Stock, Including That Which Has Heretofore Been Imported**

The American Plant Propagators Association, Organized in 1918, Will Hold Its Fourth Annual Meeting in Detroit, Mich., June 28, 1922. Membership Open to All American Propagators, F. W. von Oven, Naperville, Ill., Secretary

TWO-INCH BLOCKS ONLY ARE SOLD IN THIS DIRECTORY. EACH BLOCK \$5.00 PER MONTH UNDER YEARLY CONTRACT, INCLUDING PUBLICATION ALSO IN THE "AMERICAN NURSERY TRADE BULLETIN"

## Complete Stock of YOUNG EVERGREENS

ALSO  
**Trees, Shrubs and Vines**  
for lining out

Write for Wholesale Price List.

**THE D. HILL NURSERY CO., Inc.**  
Evergreen Specialists, Dundee, Illinois.  
Largest Growers in America. Box 402

## GET NEXT ★ STAR ROSES

♣ Oak Brand Shrubs

⚡ American Pedigree Cannas

The **CONARD** ★ **WEST GROVE,**  
**& JONES CO.** Peoria, U.S.A.

ROBERT PYLE, Pres. A. WINTZER, V-Pres

## MY SPECIALTY IS Moore's Early and Concord Grape Vines

I plan to produce a superior quality during the coming year. Due announcement will be made when stock is ready.

Fifty Years a Nurseryman  
**CHARLES M. PETERS, Salisbury, Md.**

## EVERGREENS

SEEDLINGS and TRANSPLANTS  
FOR LINING OUT

WRITE FOR OUR PRICE LIST

**THE NORTH-EASTERN FORESTRY CO.**

"WE GROW OUR OWN TREES."

CHESHIRE, - - - CONN.

## BERRY PLANTS

FOR FALL 1921

Cuthbert, Marlboro, St. Regis, Herbert, Idaho, June, Cumberland, Gregg and Plum Farmer raspberries.

Snyder and Blowers blackberries.  
Potentilla fruticosa, Rubus odoratus, Celastrus scandens, Ampelopsis quinquefolia and native ferns and flowers.

Send want list early.

**GEO. D. AIKEN**  
PUTNEY, VERMONT

ESTABLISHED 1886

## Naperville Nurseries

— Growers of —  
**TREES EVERGREENS**  
**SHRUBS PERENNIALS, Etc.**  
**LINING OUT STOCK**

NAPERVILLE, ILL.

TELEPHONE, NAPERVILLE NO. 1.

## SHRUBS - - TREES

A General Line of Ornamentals.

**YOUNG STOCK**—For Nursery Planting

We were among the first to produce our own goods. We are making young plants for others—why not for you?

Grown Right—Dug Right—Packed Right

**AURORA NURSERIES**  
AURORA, ILL.

## THIS SPACE \$5.00 Per Month

Under Yearly Term

Including publication also in the

"American Nursery Trade Bulletin."

Thus Covering the Trade

## EVERGREENS

Seedlings—Transplants—Cuttings  
grown under glass

**MILLIONS OF THEM**

Also a list of Apple, Shade Trees, Hedgeplants, Shrubs, Vines, and Peony

Send for our latest wholesale list.

**SHERMAN NURSERY CO.**  
Charles City, Iowa.

## LINING OUT STOCK

**FALL 1921**  
And  
**SPRING 1922**

**ONARGA NURSERY COMPANY**  
CULTRA BROS., Mgrs. Onarga, Illinois

## Bobbink & Atkins

Complete collection of Choicest Evergreens.

Complete collection of Broad-leaved Evergreens, such as Rhododendrons, Azaleas, Hollies, etc.

Boxwood, Bay Trees, Euonymus, etc.

Hardy Herbaceous Plants.

Hybrid Tea Roses, Bush and Tree Form.

Careful Inspection Invited.

Rutherford,

NEW JERSEY

## IT IS NONE TOO SOON

to secure your Lining Out Stock. We have good stands, a large assortment. Seasonable weather and everything is on the jump. Send your want lists as soon as possible. Selling close on some items already.

Have especially nice stocks of Nuts, Oaks, Oriental Plane; Climbing Roses, Wistaria, Weigelia; Grape Vines, etc., etc. Wholesale Only.

**Atlantic Nursery Co., Inc.**  
BERLIN MARYLAND

## Little Tree Farms

AT FRAMINGHAM, MASS.

Millions of Evergreens and Deciduous tree  
Complete in grades and sizes.

WRITE FOR PRICE LIST

Firs, Junipers, Arborvitae, Pines, Spruces, Maples, Ash, Oaks, Lindens, Elms, Etc.

**AMERICAN FORESTRY CO.**  
16 Beacon Street, BOSTON, MASS.

## YOUNG EVERGREENS

We make a specialty of growing rooted cuttings and young plants of such evergreens as Pittosporums, Viburnum odoratissimum, Viburnum tinus, Azalea Indica, Abelia grandiflora, etc. We quote prices in the florists' Journals.

**THOMASVILLE NURSERIES**  
Thomasville, Ga.

(Please mention American Nurseryman.)

## Twice-a-month Nursery Trade Publicity

On the 1st and the 15th

**AMERICAN NURSERYMAN**  
**NURSERY TRADE BULLETIN**



## 105 YEARS IN THE Nursery Business

**GENERAL STOCK**—Our propagation includes apple, peach, pear, plum, cherry, apricot, quince, grape vines, all small fruits, shade trees, shrubs, climbers, roses, garden roots, etc.

### . . . SPECIAL . . . A Big Stock of Quality Shrubs

Everything is grown in large quantities. Our grades are dependable and we are generally prepared to quote to nurserymen nearly everything we offer to the retail trade, and prices are always in line with those of other reputable growers.

We will be glad to have a list of your requirements for the coming season. Doubtless there are some things that you can use that we have in surplus. Can also ship from our branch plants: Marionville, Mo.; Farmington, Ark.; Dansville, N. Y.; North Girard, Pa.; and Vincennes, Ind.

**STARK BROS.**  
Nurseries and Orchards Co.,  
LOUISIANA, MO.

### Completely Covering The Nursery Trade

A Real Trade Journal Read From Coast  
To Coast and Highly Indorsed by  
Leaders Everywhere Is

**The American Nurseryman**  
Rochester, N. Y.



**USINESS** announcements in this Chief Exponent of the American Nursery Trade reach every nurseryman cultivating ten acres or more in every State in the Union. The only publication of the kind. Loyal to the best interests of the trade and leader in movements which have characterized trade progress for a quarter of a century! Absolutely independent.

BRISTLING WITH TRADE NEWS  
AN EDITORIAL POLICY OF NOTE  
ADVERTISEMENTS FACE READING  
ALL ADVERTISEMENTS CLASSIFIED  
A TRADE JOURNAL THAT IS READ  
SPECIAL FEATURES IN EVERY ISSUE

Advertising: \$2.80 Inch. Subscription: \$2.00 Per Year.  
AMERICAN FRUITS PUBLISHING CO.,  
Box 124, Rochester, N. Y.

### PRODUCING AND SELLING

## Amundson Sphagnum Moss

is our business. We supply Nurserymen and Florists all over the U. S. with dry, clean, high grade sphagnum moss, direct from the sphagnum bogs of Central Wisconsin.

We sell carlots or less, for delivery now or later, at prices which it will profit you to learn.

Write for full information and quotations.

**A. J. AMUNDSON COMPANY**

Box 2

CITY POINT, WISCONSIN

## Vincennes Nurseries

W. C. REED & SON, Prop., VINCENNES, IND.

We Are Pleased to Offer the Following for Fall 1921

Cherry One Year 11-16 Up.

Cherry One Year 9-16 to 11-16.

Cherry One Year 7-16 to 9-16.

Sweet Cherry One Year 5 to 7 feet.

Sweet Cherry One Year 4 to 5 feet.

Sweet Cherry One Year 3 to 4 feet.

Japan Plum One Year all grades

on Plum and Peach Roots.

European Plum One Year on Plum

Roots.

Hansen Hybrid Plum One Year on Americana Roots.

Apricots One Year all grades.

Peach One Year leading varieties.

Pear Std One and Two Year all

grades mostly Kieffer & Garber.

Apple 2 Year also One Year Cut

Backs leading kinds.

We have no 2 year Cherry to offer

but our One Year promise to be

extra fine and will certainly

please your Trade.

## BULBS

Imported Domestic—Cold-Storage



For every month in the year we have something to offer. Our "44" years reliable dealings should be your guide when ordering

Write for Latest  
Price List

**Vaughan's Seed Store**  
CHICAGO NEW YORK



## AMERICAN NURSERYMAN—OCTOBER, 1921.

**EDITORIAL DEPARTMENT**—Communications on any subject connected with Commercial Horticulture, Nurseries or Arboriculture are cordially invited by the Editor; also articles on these subjects and papers prepared for conventions of Nursery or Horticultural associations. We also shall be pleased to reproduce photographs relating to these topics, Orchard Scenes, Cold Storage Houses, Office Buildings, Fields of Stock, Specimen Trees and Plants, Portraits of Individuals, etc. All photographs will be returned promptly.

**ADVERTISING**—Advertising forms close on the 27th of each month. If proofs are wanted, copy should be on hand one week earlier. Advertising rate is \$2.80 per column-width inch.

"AMERICAN NURSERYMAN" is distinctive in that it reaches an exceptional list and covers the field of the business man engaged in Commercial Horticulture—the earlist operator. Here is concentrated class circulation of high character—the Trade Journal of Commercial Horticulture, quality rather than quantity.

"AMERICAN NURSERYMAN" will not accept advertisements that do not represent reliable concerns.

**SUBSCRIPTIONS**—"AMERICAN NURSERYMAN" will be sent to any address in the United States for \$2.00 a year; to Canada or abroad for \$2.50 a year. Add ten cents unless bank draft, postal or express money order is used. Three years \$5.00, in U. S.

RALPH T. OLCOTT  
Editor Manager

AMERICAN FRUITS PUBLISHING COMPANY, INC.

30 State Street,  
Rochester, N. Y.

**WHAT THIS MAGAZINE STANDS FOR**—Clean chronicling of commercial news of the Planting Field and Nursery. An honest, fearless policy in harmony with the growing ethics of modern business methods.

Co-operation rather than competition and the encouragement of all that makes for the welfare of the trade and of each of its units.

Wholesome, clean-cut, ring true independence.

**INDEPENDENT AND FEARLESS**—"AMERICAN NURSERYMAN" is not the official journal of any organization. It therefore makes no distinction in favor of any. It is untrammelled in its absolutely independent position and is the only Nursery Trade publication which is not owned by nurserymen.

This Magazine has no connection whatever with a particular enterprise. Absolutely unbiased and independent in all its dealings.

Though it happens that its place of publication is in the eastern section of the country, it is thoroughly National in its character and international in its circulation.

Its news and advertising columns bristle with announcements from every news corner of the Continent.

It represents the results of American industry in one of the greatest callings—Commercial Horticulture in all its phases of Nursery Stock, Orchard and Landscape Planting and Distribution.

## Classified Business Announcements In this Issue

### AN INDEX OF CURRENT WANTS AND OFFERINGS IN THE NURSERY TRADE

Aiken, George D.....	Berry Plants .....	71	Little Tree Farms.....	Evergreens .....	71
American Forestry Co.....	Young Stock .....	71	Lopau, Hugo .....	Roses, Fruit Tree Stocks.....	89
Amundson Co., A. J.....	Sphagnum Moss .....	72	Lux, W. L.....	Surplus Peonies and Iris.....	89
Atlantic Nursery Co.....	Young Stock .....	71	McCarthy & Sons, D. T.....	Ornamental Stock Wanted.....	87
Audubon Nurseries .....	Ornamental Stock .....	91	Mathews Studio .....	Catalogs, Booklets, Etc.....	87
Aurora Nurseries .....	Young Stock .....	71	Monroe Nursery .....	General Stock .....	70
Bailey's Cyclopaedia .....	Standard Work .....	92	Mount Arbor Nurseries.....	Foreign and Domestic Stocks.....	82
Bay State Nurseries .....	Ornamental Nursery Stock.....	85	Naperville Nurseries .....	Young Stock .....	71
Benedict Nursery Co.....	Fruit Trees and Plants.....	87	National Florists Bd. Trade. Credit Lists .....		87
Bernardin, E. P.....	General Nursery Stock.....	85	Norman, T. R.....	Herbaceous Shrubs .....	87
Black, Charles .....	Ampelopsis Veitchii .....	87	Northeastern Forestry Co....	Evergreen Seedlings and Transp'ts..	71
Bobbink & Atkins.....	Young Stock .....	71	Onarga Nursery Co.....	Special Announcement .....	74
Borgo, Michael N.....	Small Fruit Plants.....	89	Onarga Nursery Company....	Lining Out Stock.....	71
Burr & Co., C. R.....	General Nursery Stock.....	70	Pacific States Seed Co.....	Japan Specialties.....	89
Campbell Printing Co.....	Nursery Printing .....	87	Painesville Nurseries .....	General Nursery Stock.....	69
Chase Brothers Company....	Western New York Nursery Stock..	82	Parsons Wholesale Nurseries..	General Nursery Stock.....	85
Chase Company, Benjamin..	Nursery Labels .....	85	Peck, Stow & Wilcox Co....	Pruning Shears .....	79
Cole, W. B.....	Blackberry Plants .....	85	Pedersen, Hans E. ....	Sphagnum Moss .....	87
Conard & Jones Co.....	Star Roses, etc.....	71	Peters, Charles M.....	Grape Vines .....	71
Cultra Brothers .....	Young Stock .....	71	Portland Wholesale N. Co....	Coast Grown Nursery Stock.....	88
DeJonge, D. G.....	Holland Nursery Stock.....	87	Princeton Nurseries .....	Ornamental Nursery Stock.....	70
DIRECTORY .....	Growers of Young Stock.....	71	Reed, W. C. & Son.....	Cherry, Pear, Apple, Peach.....	72
East Atlanta Nursery Co....	Peach Seed .....	87	Rice Brothers Company....	General Nursery Stock.....	74
Fairfield Nurseries .....	Grape Vines—C. M. Peters.....	71	Robbins, E. C.....	Blue Ridge Trees and Plants.....	87
Farmer, L. J.....	Strawberry Plants .....	91	Rolker & Son, August.....	French Fruit Tree Seedlings.....	88
Franklin Davis Nursery Co.	Special Announcement .....	74	Sakata & Co, T.....	Tree Seeds, Japan.....	87
Garden Press .....	Landscape Plans .....	89	Scarff & Son, W. N.....	Small Fruit Plants.....	85
Geneva Nursery, The.....	General Nursery Stock.....	70	Scotch Grove Nursery Co. .	Norway Spruce, White Pine.....	87
Hancock & Sons, M. L.....	Sphagnum Moss .....	91	Sherrman Nursery Co.....	General Nursery Stock.....	71
Hill Nursery Co., D.....	Young Stock .....	71	Skinner & Co., J. H.....	Apple Seedlings, Trees.....	88
Hill Nursery Co., D.....	Evergreen Specialist .....	83	Smith Brothers .....	Peach Seed .....	87
Hobbs & Sons, C. M.....	General Nursery Stock.....	70	Smith Company, W. & T....	General Nursery Stock.....	70
Horticultural Advertiser ..	British Trade Periodical.....	91	Southern Nursery Co.....	General Nursery Stock.....	89
Howard-Hickory Co.....	Peach trees .....	87	Stanley, O. H.....	Sphagnum Moss .....	89
Hubbard Company, T. S....	Grape Vines, Berry Plants.....	91	Stark Bros. N. & O. Co....	General Nursery Stock.....	72
Huntsville Wholesale Nurs.	General Nursery Stock.....	91	Storrs & Harrison Co.....	General Nursery Stock.....	69
Ilgelfritz' Sons Co., I. E....	General Nursery Stock.....	70	Thomasville Nurseries.....	Young Evergreens .....	71
Jackson & Perkins Co.....	Ornamental Stock .....	74	Valdesian Nurseries .....	Peach Seed .....	87
Keystone State Nurseries..	California Privet, Grape Roots.....	87	Vaughan's Seed Store.....	Imported and Domestic Bulbs.....	72
Landscape Architecture ..	Standard Book, Parsons.....	91	Vincennes Nurseries .....	Cherry a Specialty.....	72
Lindley Nursery Co., J. Van.	Carolina Peach Pits.....	87	Washington Nursery Co....	American Grown Seedlings.....	85
			Westminster Nursery .....	California Privet .....	89



The  
Preferred  
Stock



The  
Preferred  
Stock

## FULLY ENGAGED

Is likely to be the story about many kinds of Nursery Stock before the selling season is very far advanced. We strongly advise our customers to cover their estimated needs fairly early in the season.

Much to our gratification—and a little to our surprise—business has been coming in very well. Sales at this time are even ahead of record-breaking figures of a year ago and it is well known that many articles are in short supply.

**Our own assortments are fairly complete and we invite inquiries about:**

Field Grown Roses  
Deciduous Shrubs  
Climbing Vines  
Hardy Perennials  
Ornamental Shade Trees  
Fruit Trees

# Jackson & Perkins Company

NEWARK, NEW YORK STATE

WHOLESALE ONLY

The  
Preferred  
Stock

The  
Preferred  
Stock

## ORNAMENTALS IN LARGE SURPLUS

Including Althea, Buddleia, Golden Elder, Hydrangea, Bush Honeysuckle, Philadelphus, Privet, Spireas, Weigelia, Ampelopsis Veitchii, Clematis and Climbing Rose Bushes.

We will be pleased to quote on your "Want List."

**ONARGA NURSERY CO., ONARGA, ILL.**  
CULTRA BROS., Mgrs.

## RICE BROTHERS CO.

GENEVA, N. Y.

**A General Surplus on  
Fruit Trees, Ornamental Trees,  
Shrubs and Roses**

WRITE FOR PRICES

**FRANKLIN DAVIS NURSERIES, Inc.**  
404 W. Baltimore Street . . . . . Baltimore, Maryland.

**OFFER the following high grade stock  
for FALL 1921 and SPRING 1922**

APPLES, 2 and 3 yr. PEACH, 1 yr.  
PLUMS, 1 and 2 yr. GRAPES, 1 and 2 yr.  
SHADE and ORNAMENTAL TREES in all grades.  
Write us for special prices on large sizes Oriental Planes, Norway Maples, Red, Willow and Pin Oaks.  
EVERGREENS: In assortment.  
BARBERRY THUNBERGH: FLOWERING SHRUBS.  
ASPARAGUS, 1 yr. old.

**CALIFORNIA PRIVET: 1 year old; especially fine. Can offer in carload lots. Samples sent on request. WRITE FOR PRICES.**

**SEND US YOUR TRADE AND WANT LISTS.**

### PRESERVE YOUR FILES

If you have not been in the habit of preserving in consecutive order your copies of the American Nurseryman, permit us to suggest the advisability of doing so, commencing with the January issue this year. Such a file of a Trade Journal of this character will often prove invaluable for reference.

Chief Exponent of the American Nursery Trade

## The American Nurseryman

National Journal of Commercial Horticulture

AMERICAN FRUITS PUBLISHING COMPANY, Inc.,  
39 State St., ROCHESTER, N. Y.

**Subscription Rates:—\$2.00 per yr.; 3 yrs. for \$5.00  
Canada and abroad: 50 cents extra per year**

**ADVERTISING RATE, \$2.80 PER INCH**

"You are issuing a splendid Journal, covering the news of the trade from coast to coast." Former President E. S. Welch, American Association of Nurserymen.

Edited by Ralph T. Olcott, founder of American Nursery Trade Journalism. "The dean of Nursery Trade Journalists, who, since June, 1893—a quarter of a century—has boosted all the time for the interests of all nurserymen."—Former President John Watson, American Association of Nurserymen.

**ONE CAN** only act in the light of present knowledge.

Until you know of the existence of such a Nursery Trade Journal as the AMERICAN NURSERYMAN you must act with such knowledge as you have.

It is for this reason that we are glad to acquaint you with this publication. It speaks for itself; but if you would have corroborative proof, ask any prominent Nurseryman.

Calls for back numbers come in almost every mail. Many cannot be supplied, as editions have been exhausted. The only safe way is to see that your subscription is paid for in advance.

"A paper which gives the best value for the money to the reader will give the best value to the advertiser as well. I don't think there is any argument about the soundness of this view."—H. Dumont, Chicago, Ill., in Printer's Ink.



# American Nurseryman

## The National Journal Of Commercial Horticulture

Entered September 1, 1916, at Rochester, N. Y. Post Office as second-class mail matter

Vol. XXXIV

ROCHESTER N. Y. OCTOBER, 1921

No. 4

### A NOTABLE ADDRESS ON NURSERY ADVERTISING

BY JOHN WATSON, PRINCETON, NEW JERSEY, EX-PRESIDENT OF THE AMERICAN ASSOCIATION OF NURSERYMEN AT THE CONVENTION OF THE SOUTHERN NURSERYMEN'S ASSOCIATION IN CHATTANOOGA, SEPTEMBER 7.

LET me say right off that my idea in coming here is not to tell you something I don't know enough about advertising nor about the Nursery business either, to pose as a teacher; rather I am here to consider a subject that we are all interested in, to point out some things done, to ask questions and to suggest some methods that are followed by other advertisers. Maybe we can find some new ways and possibly better ways.

Now, what is advertising? And what is its purpose? It is to sell something, isn't it? So I would say that advertising is what you do and say that establishes a friendly relationship that results in sales. That relationship has to be based on confidence and good will. Its aim must be permanency. If I advertise my second-hand car for sale, I want an immediate buyer and after delivery the matter ends. But we Nurserymen advertise for another purpose; you want orders now; but your business does not end this year nor next year; when you sell a bill of goods to a planter, your business with that man has just begun; your buyers must be made into permanent customers. A relationship of confidence and good-will is of the utmost importance to you. The buying of nothing else requires the same degree of confidence that the planter must put in the Nurseryman. Nursery advertising must be built on that idea. It must be frank, straightforward, absolutely truthful. It must never over-state the facts; under-statement is an actual advantage. It inspires confidence. And performance must match every promise.

Since advertising copy and catalogues are closely bound up together and must supplement each other to be effective, I want to consider them together.

Trees and plants and flowers offer the most attractive possibilities for interesting description and beautiful illustration. Nursery stock is one of the easiest things to advertise and yet for the individual Nurseryman it offers the paradox of being at the same time one of the most difficult. It is easy to be general; it is difficult to be specific.

Take the advertising of any other line; take the automobile, for example. Automobile manufacturers don't advertise just "automobiles." They don't buy space nor print books to tell you how much fruit is to ride. The Studebaker Company advertises the Studebaker car. The Chandler advertises its "marvelous motor." The Hupmobile "gets there" and "you pay less for gas and oil and repairs." Dodge Brothers pointedly inquire "After the purchase price, what follows?" The point I want to make is that every man who buys a car knows exactly why he buys that particular car. The advertisement tells the reason.

When I read Nursery advertisements I find that most Nurserymen buy space to an-

nounce that they are Nurserymen: that they grow trees. There is neither news nor novelty in the statement. It is not advertising. Nobody is going to make the mistake of supposing that a Nurseryman is a purveyor of books or hats or ice-cream freezers. I consult a dozen Nursery catalogues and I find them a dozen books about trees and plants, often very handsome books, differing in covers but not in contents, varying in minor details but not in essentials. I find that Jones and Brown distribute more or less well-written and handsomely illustrated books containing very much the same list of varieties described in about the same language and illustrated with the same pictures. They are good hand-books. But as a possible buyer from one of them, which one am I going to place my order with? How am I to know whether to buy of Jones or of Brown? The very thing that I am interested in as a buyer is the thing that is conspicuously absent in nearly every Nursery catalogue. It is the "reason why." And it isn't there.

If I am in need of a hat, I notice that the merchants who solicit my trade do not offer me just a hat—any old hat. I can buy a Knox or a Stetson or a Young hat and the seller of each gives me very good reasons why I should buy his hat. There is not the same opportunity for differentiating values in our line, but there are opportunities and the thing for the advertiser to keep in mind constantly is that some intelligent reason must be given the buyer for placing his order with the advertiser.

With us, the absence of that "reason why" can be counted for in two ways. One is the fact that Nurserymen, like a good many advertisers, write their advertising copy and their catalogues to themselves. It is merely an expression of the universal vanity. But we must address ourselves to the people we want to buy our goods. You go about it apparently believing that the important thing is to sell. But the important thing to you is that people should buy your trees. Forget about selling; think about the buying end. And that means you've got to get away from constant thought of your business and become intensely interested in the buyer's business. It is his order you want, isn't it? Go after it from his stand-point. Tell him the reason why he should buy your particular trees. If you are Brown, tell the planter why Brown's trees are the ones to buy. That is the great difficulty in advertising Nursery stock. Everything else is easy but the most important thing about it is the most difficult thing. If you think it can't be done, just take a week off and travel with one of your plate-book agents. He can give you selling points about your business that you never knew before.

Most advertisers of Nursery stock recog-

nize that difficulty and try to overcome it in various ways. The fact of age in a business is worth advertising because age is some assurance of quality of service; for without them the business might not have survived. But some of the best Nurseries are new nurseries. The fact of size also warrants the assumption of a certain value in products without which the business might not have grown big. And yet some of the very small Nurseries grow excellent stock and they answer your argument with theirs; the advantage of small acreage and personal attention to every detail. Some advertisers fall back on specialties and it is of great value to be able to offer something worthwhile that others cannot supply. And yet the public has noticed that not ten per cent of the novelties introduced with a great flourish of trumpets ever measure up to the old tested varieties. And so the public has become doubtful about that sort of advertising. And then there is the too common appeal of cheap prices, an argument that defeats itself at once—or should—because prices lower than the average among good firms invite the conclusion that they mean one of two things: either that the trees are not worth more than a cheap price or else that the Nurseryman admits his incapacity as a salesman. And admitted incapacity in one matter arouses suspicion of incapacity in other matters connected with the business. Whenever a merchant tells me that his goods won't bring as much as another merchant's, I'm not going to risk buying his goods at any price. I can say out of experience, and I think all of you can, too, that buyers are not attracted by cheap trees although they may be attracted by cheap prices. All of you have received letters telling you that your prices are higher than somebody else's but that if you will meet so-and-so's prices, the order will be placed with you. He wants your trees at the cheap man's price. The bargain price makes buyers suspicious of the goods.

It is necessary for every Nurseryman to have some good reason why buyers should give him their orders. That reason may be found in different things: the care with which varieties are propagated, the thoroughness of their cultivation, suitable land, equipment for proper handling at packing time, shipping facilities, the service that follows delivery. All these are things that the buyer is interested in. Of overshadowing importance to the buyer is the matter of getting fruit trees true to name.

Ours is an ancient occupation. The first recorded history—if we accept the Scriptures is an account of a Garden in which there were trees and plants and flowers without which it would not have been a Paradise. The Nursery business existed from the very start and is worth noting that the very first



apple orchard planted resulted in raising Cain! And ever since then, somebody or other has been raising Cain about the Nursery business.

Now, it is my honest opinion that the great bulk of the trees sold **have** been true to name. We hear a great deal about those that have not, but we hear very little about the profitable orchards that have turned out to be exactly what was ordered. That is because the one is interesting news and the other isn't. If Jenkins gets drunk and beats his wife, the neighbors all talk about it because it is a thing unusual in the community. But if Simkins pays his bills and goes to church and behaves himself according to ordinary standards, that doesn't excite the community at all. The usual and the expected excite no comment; it is the unexpected and the unusual that sets tongues to wagging and moves the community to excited comment. And yet that comment quite as much as any basis it may have in fact, makes it imperative that Nurserymen use every precaution and always greater precaution to have their fruit trees true to name. Continued confidence, permanent trade and profitable business depend on that. To give reasonable assurance of true-to-name stock is the most interesting thing a Nurseryman can say to buyers and the most important element in his own success.

When should Nurserymen advertise? Or, to put it differently, when do folks buy trees and plants? That question has to be answered by every advertiser with respect to his goods. And I think that you and I can answer as to Nursery stock out of our own experience in buying other things. Isn't it a fact that we very often make up our minds to buy certain articles long before we get them? I can name off-hand a dozen things that I have seen advertised that I am certainly going to get later on. I haven't come into possession of them yet. But they have been **sold** to me. That part of it has been done. And that is what we are considering.

Catalogue Nurserymen advertise only in the fall and spring. I never knew exactly why, so I asked a good many and it interested me to find that I got the same answer in every instance: "It doesn't pay to advertise at other seasons. We get orders only in the spring and fall."

The last part of that statement, we all know to be perfectly true. Fall and spring are the **planting** seasons; folks send for Nursery stock when they are ready to **plant** it. But we are not talking about planting; we are talking about buying. I feel very sure that folks buy trees and plants every day in the year; that is, they make up their minds to buy, just as you and I do about the things we buy.

When does a woman buy rose bushes? Of course, she makes out her order and sends it off in the spring, because that is the time to plant roses. But we are not talking about delivering and planting; we want to know when she buys roses. When does that woman make up her mind to buy roses and what varieties to buy? Isn't it in June, when roses are in bloom in her garden or in the neighbors' gardens? And why isn't that the very best time to advertise roses? To have the garden's beautiful illustration of **what** to buy supplemented by the advertised suggestion of **where** to buy?

When does a man decide that it might be a mighty fine idea to have half a dozen peach trees in the back garden? Isn't it likely to be at about the time when Friend Wife is feeding him peaches and cream for

breakfast or peach-cobbler for Sunday dinner?

Now, that idea of using and profiting by the illustration of our products in the orchard and in the garden can be carried out in every month and every week in the year. Peonies should be planted in the fall; but it looks to me like a mighty good time to advertise them when peonies are in bloom in the spring. Fruits can be profitably advertised in their fruiting season. Talk about fruit when folks are eating fruit. Last summer, I read a newspaper account of a man in Illinois who sold his crop of Yellow Transparent apples on a forty acre lot for \$20,000. Now, why wasn't that fact a good thing for Nurserymen with apple trees to sell to advertise right at that time? Advertising is always most effective when it is tied up to a concrete fact. And there is no month of the year when Nurserymen can't do that. In the dead of winter when the evergreens stand like brides in their snowy veils, when the hedge of hemlock or of spruce gives cheer and protection to the place, when the slender birches stand like sentinels against the grey sky-line, when the barberries with the ripe red berries add a touch of warmth and color to the snow-covered lawn, isn't that a good time to call attention to the enhanced beauty of the landscape and to suggest where those things can be bought? We must use the constant

"With our wide, rich country and its buying prospects open to every last one of us, with our people very largely the owners of their own homes and having a native desire to make those homes beautiful; with the greatest undeveloped market in the world ours to supply, we need not worry about surplus or prices if we will just go about getting the business intelligently and aggressively. The market is there; it will buy things; it is buying things; we must see to it that it buys what we have to sell. We mustn't trust too much in Providence and F. W. Woolworth & Co."—John Watson.

selling help of our own products.

I take it, then, that the best time, the obvious time, to advertise Nursery stock of some kind is every day in the year. We tell ourselves that ours is a seasonal business; but it isn't. Our season for digging and shipping is short but our selling season extends throughout the whole year. And advertising should be followed with catalogues of seasonable plants. The annual catalogue is too large. Its length is confusing. I was recently reading an article about big catalogues in *Printers' Ink*. It referred to big catalogues in general, but a specific instance was cited in our trade and therefore interesting. The writer said he wanted to plant a bed of tulips, so he answered an advertisement and received a large and handsome book offering trees and plants and bulbs of every description. He said there were a dozen pages devoted to tulips in hundreds of varieties all apparently very desirable. But out of so many offerings, he said he could not arrive at any decision and in the end bought none. But sometime later he received a little four-page folder offering bulbs in collections including a bed of tulips for \$10. He ordered two collections by return mail. He got an intelligent offer of what he wanted telling him how far apart and how deep to plant and all he wanted to know. It brought his order.

Now, I think that we Nurserymen might study the lesson in that. A four, eight or sixteen-page folder offering only one or two

articles like roses or peonies or hedge plants or shade trees is far more effective and will bring more orders than a catalogue of two hundred pages. The folder is inexpensive in printing and postage. Besides, the people who write you are not interested in everything you grow. They nearly always tell you what they want. A woman who goes into a department store to buy a pair of silk stockings doesn't expect to be shown the stew-pans and wash-tubs and smoking-jackets before getting a chance to buy what she wants. I'd say: split the catalogue up into a number of folders offering one line; advertise each line at the blooming or fruiting season; and remind buyers with a dozen small catalogues instead of one big one. Some progressive and prosperous firms are doing that right now. The folder is specific; it answers the inquiry; it talks about one thing at a time; it is a bullet instead of bird-shot.

Besides, we grow entirely too many varieties. Half of them are has-beens. Quite a lot are never-was. A Nurseryman will remember that last spring he got an order for a couple of trees of a variety that somebody's grandmother thought a lot of on the old place back in Vermont or down in Texas; and so this summer he scurries around and gets some scions and buds fifty or a hundred trees in the remote possibility that some other descendant of the old lady will be moved by filial regard to order a variety long ago discarded. That is poor business. I believe that we could drop seventy-five per cent of the varieties we grow without loss either to planters or to Nurserymen. The average Nurseryman, catering to the trade of orchard planters, can get along nicely with 20 varieties of apples and 10 each of peaches, pears and plums. Propagating and handling hundreds of varieties offers just that many more chances for errors. And in describing varieties, let us get away from superlatives. They can't all be the best and yet if you read some catalogues you will think so unless you happen to know better. The best catalogue I ever read described peaches only by giving the month of ripening in that section, the color and whether cling or free-stone, a line for each variety which was quite enough to cover the essentials.

I have said that I believe in advertising every month in the year because something is illustrated every month in the garden or orchard and that timeliness gives point and effect to the copy. But a still better reason than that is because trees and plants can be sold every month and as a matter of fact, are sold every day. If that is not true, why is it that the Nurserymen who employ agents keep their salesmen on the road throughout the year? They do that because they know from experience that trees can be sold and are sold every day. The catalogue firms are making sales every day, but unlike the agency houses who get their orders in every week, the catalogue Nurserymen get theirs in only at planting time. I think the catalogue men confuse the receipt of the orders with the actual sale of the goods.

Nurserymen who sell through agents alone do not advertise. I have asked a great many, why? And I have invariably gotten the same answer: "It doesn't pay us to advertise. It takes the man on the spot to get the signature on the dotted line." Of course it does. But going back to our own experience in buying, how do we act? I see something advertised and write for

(Continued on page 82)

## NURSERY TRADE TOPICS --- ASSORTED AND RESORTED

Address by S. W. Crowell, Roseacres, Miss., before the Southern Nurserymen's Assn.

The simple definition of the subject before us in grading, and when in doubt as to the quality of the product or the standard it should reach, the best method to pursue, which will cause a regrading so that height and caliper will come up to specifications.

In the personal relation one derives in the hour of affliction the greatest solace is from the touch of sympathetic hands; in the hour of triumph the greatest inspiration from the joy of loyal friends. Without sympathy we might be overwhelmed with sorrow; without friends to share in the pride of achievement the struggle would be in vain.

It is around this conception that the Southern Nurserymen's Association was built. It was upon this theory that the Association not only held together, but grew and expanded. Understanding is the great solvent. Without understanding there can be no sympathy; without sympathy there can be no helpfulness. Therefore, we must endeavor to have understanding.

This Association is composed of members who have the same problems to confront, the same issues to settle, the same basis upon which to proceed. It is the community spirit with an extended horizon, with an ever-widening circle.

Like all good men in other professions our aim has been to produce a standard product which would result in better merchandising, better methods of distribution, better varieties of fruits and flowers for the buyer; and, withal, the earnest desire to produce plants of the highest quality so that the buying public could purchase our wares with the feeling that results would be theirs if they would carry out their part of the contract.

To reach this higher plane, the Nurserymen have been working under the general term "Reconstruction" for the past few years, grading and regrading the product of our fields as well as the forces that made the product possible; and, upon investigation, we found that there were some adjustments to make, and that if we were to reach a higher plane of business ethics, we must eliminate certain practices as well as some firms in our business intercourse with each and with the buying public.

We have made wonderful progress, but to some extent we are like many others in this sadly upset world who have endeavored to restore order and peace and usefulness and happiness—in a word, to re-establish such approach to balance as humanity is capable of obtaining, we have overlooked the main issue. The majority of us, let us frankly own, have been so deeply concerned over the needed reconstruction of some far-off place that we have overlooked to some extent the one point at which real reconstruction must be begun before our united efforts will bear a full reward.

It came to me some time ago while thinking this matter over, (and I believe I am speaking now for all of you or I would remain silent), before I could do a real and satisfying work away from home I must first see if something of the sort was necessary at home. And by "home" I mean strictly within boundaries defined by the word "myself." Since taking this personal view of the matter it is surprising what a deal of readjusting, reshaping and reconstructing I find requiring attention, and that I shall likely be quite busy for a time in

carrying out this work, and that I shall have scant time to give to what may be called the outlying districts of the problem, and that if I am to be really helpful to the work at a distance, I must lose no time in setting my own house in order—in removing the beam from my own eye. It is not so much that I reach "normalcy," but it will mean a great deal if I fail to add to my present state tolerance, greater mental poise, wideness of view, confidence in my fellows and hope for the days to come when our united efforts will carry us to a higher spiritual or ethical realm—the utmost in business practices.

This is the task before us—a task for the most of us. The work will not be finished in a week or a month. Possibly it will be many years before we may call the task humanly complete; but the work must be done, it is a big undertaking and the task has many phases while the process of elimination will be slow.

Speaking for myself, all that I can say is, I believe the work to be essential and I hope that this frank confession will set others to the same sort of task. While the thought that many others have set to the task of reconstructing themselves will help me measurably, I am aware that no one can help me directly. This is a job that no one save myself can do, and it is a job that must be well done if I am to do a greater service in moulding the things that must enter into the greater whole that will help you and the world at large. I simply throw out this thought now; merely suggest that self-reconstruction is the first essential in the work we have before us. If I have persuaded you that it is, let us join closer together in making a complete job of it and in keeping right at it as long as there is any reconstruction to be done.

Life always produces a product. The quality of that product is the thing that counts. With the help of others, whose intentions are good, the quality is always better, because we are learning that ours is a related life; that isolation is abnormality and that we cannot come to our best independently of each other. Knowingly or unknowingly we draw others to our levels. To achieve, we must put real manhood into the tasks of life and have a definite object in view.

One of the real prizes which life offers in the work we have to do is that hidden treasure in the work itself, which holds us joyfully to our best the while we are occupied with it; in doing our best to ennoble our profession; rendering to each and all the crowning goal of our quest—service. To test my own philosophy of life, I find it stronger and more satisfying because it is not an exclusive possession, but it is believed and lived by you and it is the road that will take us to true happiness.

A philosophy that may be condensed into "Do ye unto others," and "It is more blessed to give than receive," may still be condensed into the single word "SERVICE." And Service expresses not only the binding link of the Southern Nurserymen's Association as an organization, but the impulse which gives to each of its members a treasure in contentment far beyond the bounds of human computation.

To serve is sovereign. Throughout all history we find that where a man or a woman has reached the highest point in mental and spiritual development and has lived fresh in the hearts of others through the passing centuries, that point has been reached

through Service. Long after petty kings and emperors of earth have been forgotten, or are known only as accidents of history, deep in the hearts of humanity will live the memory and influence and the inspiration of those who served, of those who found their chief delight in giving, not in taking; in healing, not in wounding; in helping, not in hindering; in loving, not in hating; in smiling, not in frowning; in the suppression of self, not in selfishness—in a word, in doing of good to others. Even where a titled accident of politics or the fruits of selfish force has wished to give a touch of forceful worthiness to the pomp and circumstance of his high place, he has tried to express it in the language of Service. Is it not the coat of arms of the Prince of Wales that bears the words *Ich Dien, I Serve*? The most sovereign thing man can do is to Serve.

Service is not servitude. There is nothing menial in it. The Creator served when He created this earth for humanity, or for whatever else His purpose embraced. Christ served so completely that the world's dominant civilization is based on His life and teaching. Confucius served, Brahm served and a vast host of others will live as long as humanity has memory. Every act that man has done since the dawn of reason humanity gauges and evaluates according to the measure of its service to others. We approach freedom when we voluntarily and cheerfully serve at the behest of others; but we come into the fullest realization of freedom when we serve gladly and abundantly at the promptings of our own hearts and under the banner of the Golden Rule.

I find the main reason for membership in this Association in the word Service. I find the strong cohesion between the members in the word Service. And I find the pardonable pride in such membership in the word Service. Each of us is a unit in the great whole earnestly striving for the betterment of humanity, fashioning things that add to the store of human pleasure, comfort and health. We are trying to bring to our fellows the product of our planning and skill and industry, to the greater comfort of their homes by a spirit of co-operation, co-ordination and enthusiasm. And while there are those who criticize our endeavors and activities and say that our efforts and impulses are selfish and untrue, I know you too well and resent their efforts to destroy rather than build, their lack of co-operation and good will.

I believe and know the key-note of this organization and its members is Integrity and the key-word is Service; that our efforts will be to serve our fellows for their good; that we will build wherever building is required and continue to increase the sum of human happiness and comfort. With this ideal in view we will continue on to the quest with heads held high, looking out on the world with level eyes and fearing the glance of no man, knowing that in our activities we have found the true glory of living, and with the thought that Service—beneficent and real—will carry us up our ladder of dreams to the place where dreams come true.

"And only the Master shall praise us, and only the Master shall blame;  
And no one shall work for money, and no one shall work for fame;  
But each for the joy of the working, and each, in his separate star,  
Shall draw the Thing as he sees It, for the God of Things as They are.

Say you saw it in AMERICAN NURSERYMAN



## Trade Conditions

Views of leading Nurserymen regarding present and prospective trade selling conditions have been obtained recently by C. O. Warner, of the Rice Brothers Co., Geneva, N. Y., who has made a special study of the subject. Among these views are the following:

### FROM THE MISSISSIPPI VALLEY

"If the retail Nurserymen will just keep a stiff upper lip and instead of spending their time worrying about the other fellow cutting prices and put the time in pushing sales and selling at a fair and profitable price, they are going to make good money and feel good this time next year. We all know that pear is scarce, cherry is scarce, plum on plum is scarce, two year apple is scarce. I also believe good peach is scarce. We believe that we are going to be able to get through the year with present prices and we are making our plans accordingly. Perhaps some of the cheap priced fellows will get the early business, but let them have it. There isn't enough stock in the country and by spring they will have sold out and then we will get the cream of the business and get it at profitable prices.

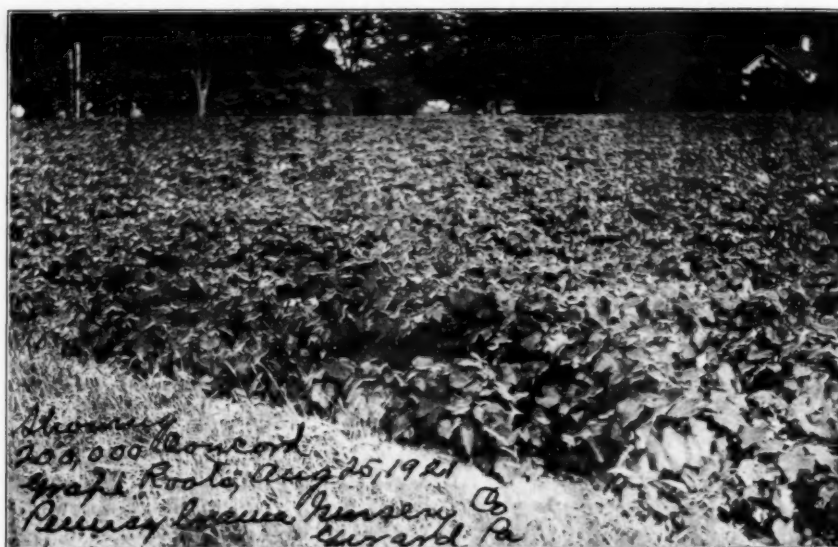
"Briefly, the Nurseryman who sits tight, realizing that stock is scarce and that statistics actually show that the farmers have more clear cash in the banks today than they have had any year in the past twenty years (with the exception of last year) and they have almost as much ready cash as last year and if these same Nurserymen keep a stiff upper lip and fight for business instead of trying to take it away from other Nurserymen by cut-throat price methods, he will have a fair to good profit instead of swapping dollars or maybe going in the hole.

"Most planters are fair and willing to pay reasonable prices, and there is no use of the retail Nurserymen digging their own graves by cutting prices when there is an actual scarcity of stock; because it doesn't get any more business, but simply takes it away from the other fellow. Briefly the Nurserymen shouldn't fall into the trap of the buyers, which is the same old fashioned trap of playing one Nurseryman against another in an endeavor to get lower prices."

### FROM A LARGE MICHIGAN CONCERN

"I am pleased to inform you in this connection that business conditions among Nurserymen here in Michigan at the present time are good, in a strictly retail way but that fruit growers are hesitating about placing their orders this year.

"This can be explained. The writer spent several weeks among the fruit growers a few weeks ago and learned that in many fruit territories Nursery stock was offered to them at ridiculously low prices this spring at the tail end of the season even after trade papers and Nursery propaganda, etc., had educated them that Nursery stock was exceedingly scarce and would be for several years. This was a very bad mistake on the part of some of the Nurserymen and is affecting the present sale of Nursery stock as the fruit growers expect to wait and receive their stock at the lowest possible price believing that there isn't much truth in the propaganda spread by Nurserymen that Nursery stock is a scarce article. This policy of disposing of stock at the end of the season at such prices has been practiced by some of the leading Nursery-



### ON THE GROUNDS OF THE PENNSYLVANIA NURSERY COMPANY, GIRARD, PA.

Herewith is a view of a block of 200,000 Concord grape cuttings. The cuttings were lined out on May 15th. The photograph was taken on August 25th. The rows are four feet apart and yet the ground is completely covered. Some of the tops are three to four feet long. Nurserymen agree that it is the finest block they have seen this season. It is certainly a remarkably fine showing, considering the unusually dry season.

men of New York State much to my surprise.

"It seems that they offered these low prices in fruit territories where they had not been doing much business and left territories where they had received their best prices alone. This practice has caused a lot of dissatisfaction among fruit growers and resulted in many cancellations. This makes it difficult today for Nurserymen to make many sales in those sections at printed prices.

"Such practices are to be deplored as they are exceedingly unbusinesslike and are detrimental to making the Nursery business a profitable one and will tend to put the Nursery business on the same basis as it was several years ago when it was merely selling Nursery stock regardless of loss merely to get the orders.

"It is the opinion of the writer that closer co-operation on prices as well as other matters of mutual benefit to the trade should be further developed so as to put this business on a better standing nationally and make it a more profitable business taking into consideration all of the circumstances, such as risks, etc., which enter into it"

"Advertise specifically; split up your catalogues into folders advertising one or two articles. A woman who goes into a department store to buy a pair of silk stockings doesn't expect to be shown the stew-pans and wash-tubs and smoking jackets before she gets a chance to buy what she wants. Advertise a special line at the blooming or fruiting season."—John Watson.

**California Nursery Law**—G. H. Hecke, director of the California Dept. of Agr., has sent to Nurserymen a circular outlining the requirements of the California law in the shipment of Nursery stock into that state. A permit will be issued for \$10 provided a bond for \$1,000 is filed. The circular states: "Please note that your certificate does not give you the right to ship prohibited stock; also that it does not mean that your shipment will be free from inspection upon entering California."

Two hundred orchardists of Ohio attended the meeting of the State Horticultural Society at Ashland, O., Aug. 17th, under the direction of Prof. R. B. Cruickshank.

### Tennessee Horticulturists

The seventeenth annual convention of the Tennessee Horticultural Society was held at the Hotel Hermitage, Nashville, Tenn., Sept. 22nd. Following is the program.

Invocation—Dr. Carey E. Morgan, D. D., Nashville.

President's Annual Address—G. W. Poague, Cookeville.

Report of Secretary-Treasurer—G. M. Bentley, Knoxville.

Fruit Growing Possibilities in Tennessee—T. F. Peck, Commissioner of Agriculture, Nashville.

How Can Society Best Aid in Developing Commercial Fruit Growing in Tennessee—Frank D. Garrison, Horticultural Expert, Stuart, Virginia.

Important Horticultural Practices—Professor O. M. Watson, Horticulturist, University of Tennessee, Knoxville.

Dusting vs. Spraying—S. N. Varnell, Cleveland.

Appointment of Committees—Nomination, Resolution, Auditing, Membership and Publication.

Proper Selection of Trees for the Commercial Orchard—Horace Rainey, Jr., Columbia. The Importance of Fruit Exhibits at Fairs—Mrs. D. E. Hedges, Chattanooga.

How I Controlled Bitter Rot and Scab—A. J. Byrn, Dickson.

Future of Early Apple Growing in Middle Tennessee—Henry S. Pointer, Spring Hill.

Commercial Varieties of Late Apples—J. D. Ellis, Dayton.

Co-operation Between the Owner of a Home and a Commercial Orchard—T. D. Reed, Nashville.

My Impression Gained from Visiting the Orchards and Nurseries of the State—N. D. Peacock, Field Agent, Tennessee State Horticultural Society, Knoxville.

Commercial Orchard—E. J. Hoddy, Horticulturist, Nashville.

The Griswold Seed & Nursery Co., Lincoln, Neb., is said to be the largest concern of the kind in Nebraska. It dates from 1812 when the Griswold family was in the seed business, in Connecticut. During the last year it has mailed 35,000 catalogues.

"Ours is an ancient occupation. The first recorded history—if we accept the Scriptures—is an account of a Garden in which there were trees and plants and flowers without which it would not have been a Paradise. The very first apple orchard planted resulted in raising Cain."—John Watson.





## Customers' Habits Have Changed



Years ago when a man needed pruning shears, he went to a store and merely asked for pruning shears.

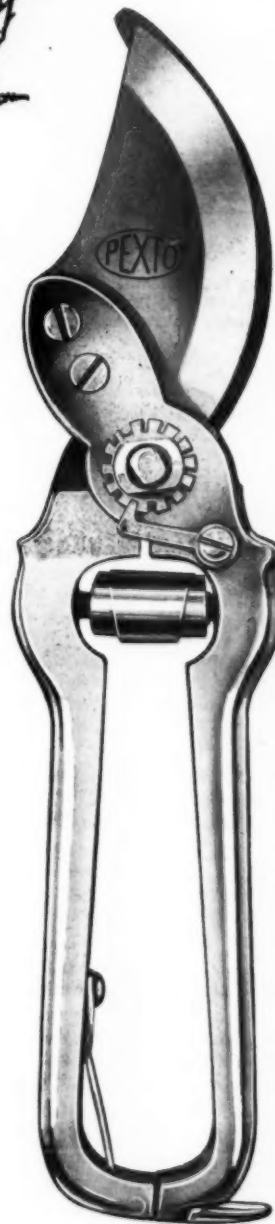
Today he is more discriminating, and if a good, reliable, well made pruning shear is desired he will demand PEXTO branded goods.

Extensive advertising has established the name PEXTO firmly in the minds of your customers and they look for the PEXTO trade mark. They associate PEXTO with quality—a quality backed by over 100 years' experience in the manufacture of high grade tools.

You will find a ready sale for these shears if you display them prominently.

Ask your jobber about our attractive pruning shear display boards, or write us direct.

Our "Little Pruning Book" is full of useful, instructive hints on pruning and is valuable to the novice and "old hand" alike. It sells for 50c. Send for it.



R-170

One of our most popular numbers. Send for descriptive matter on the entire line.



**THE PECK, STOW & WILCOX CO.**  
Cleveland, Ohio - U.S.A.

# AMERICAN NURSERYMAN

## CHIEF EXPONENT OF THE AMERICAN NURSERY TRADE

Featuring the Nursery Trade and Planting News of American and foreign activities as they affect American conditions. Fostering individual and associated effort for the advancement of the Nursery and Planting Industry.

Absolutely independent.

Published Monthly by  
AMERICAN FRUITS PUBLISHING CO. INC.  
39 State Street, Rochester, N. Y.

Phones—Stone 7522., Glenwood 760  
RALPH T. OLCOTT, Pres. and Treas.

Chief International Publication of the Kind

SUBSCRIPTION RATES	
One year, in advance	\$2.00
To Foreign Countries and Canada	2.50
Single Copies	.30

Advertisements should reach this office by the 25th of the month previous to the date of publication.

Drafts on New York, or postal orders, instead of checks, are requested.

ROCHESTER, N. Y., OCT. 1, 1921

### ON RECORD

Your Executive Committee recommends the continuation of a Vigilance Committee and urges that the Association continue to back this Committee to the limit of its power, in order to carry out our determination to free the Association from undesirable members.

It is further recommended that each year the Secretary be instructed to mail to each member a complete list of the Association membership, so that each member may report to the Executive Committee, through the Secretary, any member guilty of unscrupulous or fraudulent dealings.—American Assn. Nurserymen Proceedings, 1921 Convention.

### The Present Needs

I am coming to the conclusion that the leaders and managers of American industry, the men who by reason of their abilities hold the positions of power and influence in the community, must accept a greater responsibility for the common welfare than they have felt in the past. If they want society to develop a common outlook and spirit, they must exert themselves to that end. They must show that spirit themselves. They must show themselves outside the circle of their own private interests and identify themselves with the common interests.—George E. Roberts, vice-president National City Bank, in "Administration."

Genius is only great patience.—Buffon

Genius is mainly an affair of energy.—Matthew Arnold.

Patience is a necessary ingredient of genius.—Beaconsfield.

I know no such thing as genius; it is nothing but labor and diligence.—Hogarth.

Genius is subject to the same laws which regulate the production of cotton and molasses.—Macaulay.

Genius is nothing more than our common faculties refined to a greater intensity. There are no astonishing ways of doing astonishing things. All astonishing things are done by ordinary materials.—B. R. Hayden.

### The Marshall Field Idea

"To do the right thing at the right time, in the right way; to do some things better than they were ever done before; to eliminate errors; to know both sides of the question; to be courteous; to be an example; to work for the love of the work; to anticipate requirements; to develop resources; to recognize no impediments; to master circumstances; to act from reason rather than rule; to be satisfied with nothing short of perfection."

### THE TARIFF

At a recent tariff hearing in Washington, D. C., before the Congressional committee an importer presented arguments which purported to be upon recommendation of the florists.

The question naturally arises: What do the Nurserymen recommend and is the argument before the committee to come solely from an importer?

The recommendation made by the florists is as follows:

"Seedlings and cuttings of manetti, multi-flora, briar, rugosa, and other rose stocks, three years old or less, \$2 per 1,000 stocks; rose plants, budded, grafted, or on own roots, \$40 per 1,000 plants; cuttings, seedlings, or grafted or budded plants of other deciduous or ornamental or evergreen trees, shrubs, or vines, including greenhouse plants, 20 per cent ad valorem."

### NURSERY PUBLICITY NEEDED

Neither Kentucky as a state nor the United States as a whole is keeping pace in fruit production with the increase in population, according to a statement made in Henderson, Ky., Sept. 6th, by Prof. C. W. Matthews, of the University of Kentucky, in an address before the annual meeting of the Henderson County Fruit Growers' Association.

The statement is the strongest kind of reason when the American Association of Nurserymen's Market Development work should receive the hearty support of the members of the Association. When the American Nursery trade is not keeping pace with increase of population something is wrong. Newer methods than those of the '70s are needed.

### NO TIME TO LOSE

That the American Association of Nurserymen began none too soon to straighten out matters within the trade continues to be demonstrated by side lights.

Here's what is going on in Alabama, for instance:

Auburn, Ala., Sept. 2—Buying of fruit trees co-operatively is a movement which has just been started in Elmore County by County Agent H. M. Lewis and Lyle Brown, Horticulturist for the Extension Service and it bids fair to accumulate in interest and importance from year to year in Alabama and elsewhere.

In explaining this movement to the farmers Mr. Lewis and Mr. Brown called attention to the fact that numerous farmers throughout the country have been "stung" for years by buying fruit trees individually from agents and dishonest Nurserymen who have frequently sold them inferior trees—oftentimes diseased or infested with destructive insects—and as a result many attempts to start a home orchard have failed.

By buying fruit trees co-operatively farmers can be assured of getting good trees at lower cost and by having them arrive at the same time they can have them inspected by an expert and thereby have an added protection against diseased or insect-infested trees.

Co-operative buying and selling are spreading to all phases of agriculture in Alabama and it is thought that the co-operative buying of fruit trees will spread from county to county.

Some more pressure on that "high-brow stuff" will be needed if radical changes in methods of buying Nursery products are not desired.

Springtime is usually the time for house-cleaning. The exigencies of the Nursery Business are such that those in this profession have to wait until June for that work. Nurserymen are wont to declare that their business is not like any other

business—when matters of cost accounting, etc., are proposed. Yet the legal profession has waited until fall to undertake its house-cleaning. We read in the New York Evening Post of Sept. 3rd: "Like the medical profession, the lawyers of the United States have determined to put their own house in order."

### A PRACTICAL PRESIDENT

They're still talking about the pleasure enjoyed in attending the annual convention of the Southern Nurserymen's Association, in Chattanooga, Tenn., last month. Harmony, good fellowship and co-operation marked every moment of the meeting and genuine progress was made. It could not well have been otherwise under the excellent leadership of President Paul C. Lindley. At the very outset he put every member at his ease and made it truly a family gathering.

President Lindley's "few thoughts for the good of the Association" are presented in this issue. He did not call it a president's address. In addition to his remarks, as presented in another column, he discussed briefly Nursery stock true to name, misfit trees, the Southern Vigilance Committee, who pays for guaranteed replacements, membership dues, etc.

Introducing Prof. Conradi's address on "The Moral Factor in Nursery Quarantine," President Lindley said: "Should you desire an entomologist I would recommend to you Professor Conradi, Clemson College, S. C. I do not believe there is a more capable man in his line in the United States, and he is one of the most entertaining speakers that I have ever listened to, simply because he is so practical. I would willingly make a trip most anywhere at any time to hear Conradi because he is on the job and knows the bug kingdom from the inception of the Garden of Eden to the Bolshevik reign in Russia."

John Watson's address on "Nursery Advertising" was announced by Mr. Lindley with this quotation:

### Whose Foot Are You Standing On?

When someone stops advertising  
Someone stops buying.  
When someone stops buying  
Someone stops selling.  
When someone stops selling  
Someone stops making.  
When someone stops making  
Someone stops earning.  
When everyone stops earning  
Everybody stops buying—  
Then the bread line and no bread.

### Don't block the traffic—keep going.

"Tennessee has 14 members of the Southern Association and 50 non-members," said President Lindley. "There are 70 Association members in the South and there are 240 Nurserymen in the South who are outside of the Association."

As a parting word Mr. Lindley said: "Be a Peptimist as well as an Optimist. Early to bed and early to rise. Work like hell and economize."

"This country is not likely to see any necessary surplus of good Nursery stock for years to come, if at all. We shouldn't think of surplus except as a spur to selling effort. We have a great, broad, undeveloped land with 20,000,000 homes, and more needed. Every home-owner is a customer. A man can wear only one hat at a time, but every garden has a place for another plant. There are the great estates, the parks, the cemeteries, the highways, all needing the things we grow."—John Watson.

Say you saw it in AMERICAN NURSERYMAN



## HAVE YOU SEEN WHAT LOVEJOY SAW?

Well! Well! The cards all laid on the table—the choicest trump cards—right in front of a man who is not a Nurseryman—who is not even in an allied trade!

Apparently all one needs to do in the Nursery world is to ask for what he wants; he'll get it.

So far as anything that has thus far been published is concerned, the records of the Vigilance Committee of the American Association of Nurserymen have been disclosed not to the members of the Association but to one who has no connection with the trade, permission being given to make notes freely from them!

Looks as though the way to get at the proceedings of the A. A. N. and its committees is to stay out of the executive sessions!

The "powerful lobby" is not confined to state and federal capitals. It is in operation elsewhere, as shown by the report of the lobby convention of the A. A. N., at page 53 of the September issue of the *American Nurseryman*.

The kind of a man the services of whom the American Association of Nurserymen has lost has been shown again and again; it is shown in signal manner in the authorship of the address on "Nursery Advertising," in this issue. Why, one hundred members of any of the district Nursery Associations could well afford to pay \$50 or \$60 per year, each, to command the services of such an expert in the creation and maintenance of BUSINESS for those members! It is a wonder that some Nursery concern allows it to be possible for such an expert for a moment to be available to any organization. Uncle Sam cannot keep in his employ experts in its several bureaus; commercial concerns all over the country command their services, regardless of price!

Early in the history of Quarantine 37, when the *American Nurseryman* was calling loudly for co-operation with the Federal Government to protect American Horticulture from needless additional attacks by foreign insects and diseases, William Pitkin quickly saw the need and the advisability of direct co-operation with the U. S. Department of Agriculture in the study of domestic propagation to endeavor to meet the situation. We believe it was his action in introducing a resolution at a convention of the American Association of Nurserymen, declaring it to be the sentiment of members of the national organization that full co-operation would be given by the Nurserymen to the Department in any steps the latter might take to endeavor to produce in this country much of what had long been imparted. From the passing of that resolution to the present time the A. A. N. has co-operated with the Department of Agriculture in the matter.

Further report of what the Government is doing in this line, with the hearty aid of the Nurserymen, is presented by L. B. Scott at the Nursery conventions. It is interesting and highly important work.

"Propagating and handling hundreds of varieties offers just that many more chances for errors. The average Nurseryman, catering to the trade of orchard planters, can get along nicely with 20 varieties of apples, and ten each of peaches, pears and plums."—John Watson.

The management of the Globe Nurseries, Bristol, Tenn., announces that it is going out of business.

TO  
PAUL C. LINDLEY,  
Retiring President of the S. N. A.  
Chattanooga, Tenn., Sept. 8th, '21

If I were a Byron or some other great poet,  
I would give you the lines that are due,  
I would carol a song so the whole world  
would know it,

And let it pay homage to you.

On wings of song to heights quite eternal,  
Where feeling is shorn of restraint,  
I would weave you a laurel that would be  
endlessly vernal—

If I were a Poe—but I ain't.

If I were a Webster of gentle persuasion  
Or maybe a Wilson or Taft,  
I would make of this hour a gala occasion  
By recounting your deeds to the craft.

I would tell of the endless ways you have  
served us,  
Served alike both sinner and saint,

A service withal—the force that has nerved  
us—

If I were the man—but I ain't.

If I were a Verdi, Beethoven or Haydn,  
I would give you a symphony sublime,  
All rich with the rapture of heaven's love  
laden

That would last through an eon of time.

But, helpless and weak and bereft of such  
power,

I am held by the force of restraint;

But I could continue for a day and an hour—  
If I were Bob Chase—but I ain't.

S. W. C.

"The whole country is open to every Nurseryman, wherever located. Ours is not a local industry, few things are so widely distributed; Texas peaches are planted in Michigan; Maryland apples go to Missouri; Illinois evergreens thrive in Massachusetts. The average Nursery is limited in its possible expansion and growth by just two things: Its capacity to produce and its ability to sell."—John Watson.

It is reported that horticultural experts have crossed the grape fruit and the lemon, producing a fruit as large as the former but with the flavor of the latter and yielding half a pint of juice.

**H**OW far may a trade association go in a uniform cost-accounting system?

In putting this question to the acting chairman of the Federal Trade Commission, the Fabricated Production Department of the National Chamber made this explanation:

"We refer to a standard plan or methods which may be developed and used by the producers of a certain line whereby they figure their costs by the same rules, including in them the same elements and differing only in results because of the variance in size of plants, equipment and local conditions—uniform as to fundamentals."

"Is there any reason why such a system may not be developed and used lawfully by an industry? Again, if conversion costs only be dealt with, is there any legal bar to the collective study of costs by the members of an industry using such uniform cost system?"

The reply, made officially, is that such a collective study is not only permissible but beneficial so long as no ulterior use of it is intended. At a time when the trade associations are in considerable perplexity as to what course of conduct they may pursue, this clarification of the cost-accounting problem should prove extremely helpful.—The Editor, *The Nation's Business*, Sept. 1921.

## IN MEMORIAM

Peter Youngers

"Pete Youngers is dead." This announcement made a few days ago, was a great shock to his legion of friends in the Nursery fraternity.

No man, whose name has occupied a place on the Membership roll of the American Association of Nurserymen, was more popular, or more unanimously esteemed and loved than was Peter Youngers.

He was a most likable man; affable and jolly in his disposition, always meeting his associates with a smile, or a cheery laugh.

Optimistic and hopeful; always seeing the brighter side of a situation, yet direct and sincere in his speech and one of wise counsel.

A man whose word was accepted at its face by all who knew him, of undisputed integrity and veracity. One who could be trusted to the limit in all things.

He was for many years Treasurer of the American Association of Nurserymen and at the time of his death filled a similar position for the Protective Association.

He occupied for many years positions of honor and trust in the officary of the state government of Nebraska, of which state he was a pioneer citizen.

Truly a "Prince has fallen" and the sympathy of his legion of friends among the Nurserymen, goes out to the bereaved companion and family. "Peace to his Ashes." Des Moines, Iowa. J. W. H. Sept. 9, 1921.

Peter Youngers, Geneva, Neb., who died August 15th, was 68 years old. Besides being a leader in the Nursery trade he was treasurer and later president of the Nebraska State Horticultural Society, in 1888; member of state board of agriculture and its board of managers; president of the Western Association of Nurserymen, in 1906; treasurer of the American Association of Nurserymen in 1913, and honorary member in that organization; a charter member of the Nebraska Hall of Agriculture, in 1916.

When 19 years old Mr. Youngers went from New York to Nebraska and found employment as a field hand in the Nurseries at Crete, Neb. Not long after, in connection with A. J. Brown, he established the Nursery business of Youngers & Co., at Geneva, Neb. This soon became one of the largest Nurseries in the state, employing from forty to 120 men. Later it became known as the Geneva Nurseries. A few years ago Mr. Youngers withdrew from the Nursery business and applied himself to his other investments.

"Advertising is what you do and say that establishes a friendly relationship that results in sales. That relationship has to be based on confidence and good will. Its aim must be permanency."—John Watson.

**Passing of a Great Nursery**—The announcement of Messrs. Protheroe and Morris in our last issue of the dissolution of the Waltham Cross Nurseries, will have come as almost a shock to most of our readers. For a couple of generations the name Paul carried by the rival houses of Cheshunt and Waltham Cross, has been "a household word" familiar to pretty well everyone interested in horticulture, whether professional or amateur, and it is with a feeling of regret, almost of sadness, that we note the passing of an historic landmark in the gardening world. Some may say, "The king is dead, long live the king," but as such firms as Veitch and Paul die out, will their place ever really be taken by others?—Horticultural Advertiser, England.

**New Nursery Concerns**—Norwalk Rose Gardens Co., Norwalk, O.; De Jager-Snell Nursery Co., Paterson, N. J.; Oxnard Nursery Co., Oxnard, California.

Say you saw it in *AMERICAN NURSERYMAN*



# YOU WANT QUALITY!

AND WE HAVE IT!

because:

Western New York grows  
the finest Nursery Stock in  
the World.

This is a **QUALITY** year.

BULLETIN No. 1 is ready A post card will bring it.

**Chase Brothers Company**  
THE ROCHESTER NURSERIES  
ROCHESTER, N. Y.

## Nursery Advertising

(Continued from page 76)

further information. Very soon I get a letter telling me what I want to know and maybe a catalogue followed by other printed matter. Then one day a traveling representative of the house comes along and if he is a good "closer," he books my order. But let us keep this in mind: that nowadays the traveler is not so much the salesman as he is the closer. He gets the signature on the dotted line; he completes a sale already made. In many cases—in most cases, I venture to say,—the actual sale has been made in advance of his coming. It is so in nearly all selling. The peddler is the only exception I can think of. Life is too short, we are all too busy, we haven't the time nor has the traveling representative the time for an educational interview. The house must prepare the way for the man on the road by first making his possible customers acquainted with the house and with the goods it sells. Advertising sells goods; travelers gather up the orders.

The non-advertising Nurseryman who depends on agents to get business is operating at an extraordinary and unnecessary expense. He figures generally that the retail selling price must be five times the wholesale or cost price. That is, to make a fair profit, it is necessary to charge an advance of 500% over cost. Experience seems to show that to be necessary. But why is it necessary? Isn't it a fact that those who buy through agents are one-time buyers? I would say that 80% are. Ask any farmer where he bought his trees and the chances are that nine times out of ten he will say, "in Winchester" or "in Rochester" or "in Pennsylvania;" but it is rarely the case that he will remember the name

of the firm. That is because the firm has not taken the trouble to remind him; he does not find its advertisement in his paper; he receives no catalogue; he is a customer lost: an asset gone to waste. The customers of the advertising Nurserymen include a much larger percentage of regular buyers. They receive constant reminders in the way of letters and catalogues and on the printed page. Now, isn't it an unusual selling expense if 80% of your customers are only one-time buyers? Each one of those orders must yield its own profit. But many successful merchants say that most first orders cost them as much as they get from the sale. The advantage is in establishing a contact that can be followed up: first buyers made into permanent customers; the house, its name, its reputation, its goods and its service must be kept constantly before the public and especially before its customers. Agency firms have the same opportunity and their figures on selling expense would seem to indicate the same need for constant publicity to keep in touch with their trade. To lose 80% of each year's buyers is a tremendous loss in potential profits: loss of contact established at great expense. Salesmen should have the support of the house they represent and the very best support they can have with the public is intelligent advertising in the territory they cover. If you don't believe it, ask your agents. I know the answer because I have been an agent myself.

All of us have noticed that during the last two years there has been very little Nursery advertising. Space has been small or not used at all. Catalogues have been fewer and not so good in quality. There was a marked cutting down in advertising and printing investment. I have asked

why? And it seems that the shortage of stock and the reaction following the war made it unnecessary to try to get business. The orders came without effort for even more than could be supplied. But some very successful merchants in other lines carried their usual advertising during the war years and when they could not fill a fraction of the orders they received. And right now they are doing business where others complain there are no orders. They figured that there is something besides immediate orders to work for: and that is the future orders; they advertised to keep in contact with the buying public and conserve the good-will represented in their business. In our line, feast and famine follow each other with great regularity. Beginning in the spring, we shall probably have more stock to sell than for some years back. We shall feel the necessity to make the selling effort that has been unnecessary lately. The farmers, on whom we depend rather largely for buyers, are not in good shape and not likely to be in better shape for another year or so. Also, shortage of stock and comparatively high prices have encouraged large plantings by Nurserymen, by used-to-be Nurserymen, by never-will-be Nurserymen and farmers and orchardists. The latter seem to think they can grow trees cheaper than they can buy them; while the farmers, many of them, compare the prices for farm products with the prices for trees and so they buy grafts and plant them. I do not mean to suggest even that there is a surplus of stock in sight or that we are likely to have any serious over-production. What I mean is that our market has to be worked; our field has to be intensively cultivated. The market is there; it will buy things; it is buying things; we must see

## MOUNT ARBOR NURSERIES

E. S. WELCH, PRESIDENT

125 Center St.

Shenandoah, Iowa

### OUR SPECIALTY

A large assortment of high quality nursery stock for

THE WHOLESALE TRADE

FOR FALL 1921--SPRING 1922

A complete line of Fruits and Ornamentals

### ROSES

Baby Ramblers, Climbing, Hybrid Perpetual, Tea and Rugosas

### FRUIT TREE STOCKS

American Grown—Apple, Japan Pear and Americana Plum.

French Grown—Apple, Mahaleb, Mazzard, Myrobalan, Pear

### ROSE STOCKS

Manetti and Multiflora.

FOREST TREE SEEDLINGS  
CALIFORNIA PEACH PITS

We take this opportunity to thank our many customers for past trade favors, and shall hope to merit your future trade.



# HILL'S CHOICE EVERGREENS

FALL 1921 SPRING 1922

NOTE—Prices quoted below are for actual Nurserymen only

The growing of young Evergreens and Deciduous stock in small sizes, suitable for lining out in nursery row, has been a specialty with us for over half a century. All stock strong, healthy and well rooted. Send for complete trade list.

o—Indicates never Transplanted. Suitable for Bedding Out.  
Each x indicates one Transplanting.

Abies (Fir)	Inch	100	1000
Balsamea	2-4	\$ 4.50	\$ 30.00
Tsuga Canadensis	6-8	15.00	135.00
"	8-10	17.00	160.00
Concolor	6-8	17.50	175.00
Douglassi	4-6	3.50	25.00
"	6-8	5.00	40.00
"	8-10	10.00	90.00
Douglassi Fraseri	4-6	8.00	80.00
Veitchii	2-4	7.50	65.00
Juniperus Canadensis	6-8	7.50	65.00
"	8-10	15.00	150.00
"	10-12	40.00	400.00
Communis	6-8	4.00	35.00
"	8-10	5.00	40.00
"	6-8	3.50	25.00
Sabina	6-8	25.00	250.00
Sabina Horizontalis	12-18	50.00	500.00
Tamariscifolia	6-8	25.00	250.00
Scopulorum	4-6	10.00	90.00
"	6-8	12.00	110.00
"	10-12	50.00	500.00
Virginiana	6-8	4.50	27.50
"	8-10	5.00	40.00
"	10-12	15.00	150.00
"	12-18	20.00	200.00
"	18-24	25.00	250.00
"	24-36	35.00	300.00
Larix (Larch)	10-12	3.50	20.00
Europea	12-18	4.00	25.00
"	10-12	12.00	120.00
"	12-18	15.00	150.00

Picea (Spruce)	Inch	100	1000
Alba	6-8	\$ 5.00	\$ 40.00
"	8-10	9.00	80.00
"	10-12	20.00	200.00
"	12-18	25.00	250.00
Canadensis	4-6	9.00	75.00
"	10-12	30.00	300.00
"	12-18	35.00	350.00
Engelmanni	4-6	3.50	25.00
"	6-8	35.00	350.00
"	10-12	50.00	500.00
Excelsa	4-6	2.75	14.50
"	6-8	3.25	17.50
"	8-10	3.75	22.50
"	10-12	7.50	65.00
"	12-18	10.00	90.00
"	18-24	14.00	130.00
Pungens	4-6	5.50	40.00
"	6-8	6.50	50.00
"	8-10	12.00	100.00
"	10-12	15.00	120.00
"	12-18	25.00	250.00
"	18-24	30.00	300.00
Rubra	4-6	5.00	40.00
Pinus (Pines)	6-8	15.00	150.00
Mugho	6-8	4.50	50.00
Austriaca	8-10	12.00	110.00
"	6-10	17.50	175.00
"	10-12	22.50	225.00
Banksiana	8-10	2.50	15.00
"	10-12	3.25	17.50
"	12-18	15.00	150.00
"	18-24	20.00	200.00
Ponderosa	4-6	2.50	15.00
"	6-8	3.00	17.50
"	8-10	3.50	20.00
"	10-12	15.00	150.00
Rigida	6-8	2.50	15.00
Strobilus	6-8	2.00	12.00
"	8-10	8.00	80.00
"	12-18	15.00	150.00
Sylvestris	4-6	2.50	15.00
"	10-12	15.00	150.00
"	12-18	20.00	200.00
Retinospora	6-8	17.50	175.00
Fillifera	6-8	30.00	300.00
Fillifera Aurea	6-8	20.00	200.00
Plumosa Aurea	6-8	20.00	200.00
Taxus (Yew)	10-12	15.00	150.00
Canadensis	6-8	27.50	275.00
Cuspidata	6-8	27.50	275.00

Thuja (Arbor Vitae)	Inch	100	1000
Occidentalis	4-6	\$ 3.00	\$ 18.00
"	6-8	3.50	20.00
"	8-10	4.00	25.00
"	6-8	6.00	50.00
"	8-10	7.00	60.00
"	10-12	10.00	90.00
"	12-18	15.00	140.00
"	18-24	20.00	190.00
Occidentalis Comp'a	6-8	15.00	140.00
"	10-12	30.00	300.00
Douglassi Aurea	6-8	25.00	250.00
Douglassi Pyramid's	6-8	20.00	200.00
Elwangeriana	6-8	20.00	200.00
Globosa	10-12	40.00	400.00
Globosa Nova	6-8	22.50	225.00
Hoveyi	6-8	20.00	200.00
"	10-12	35.00	350.00
Lutea	6-8	27.50	275.00
Pyramidalis	6-8	16.50	165.00
"	10-12	35.00	350.00
"	12-18	45.00	450.00
Rosenthalii	6-8	25.00	250.00
Spicata Alba	6-8	25.00	250.00
Vervaeana	6-8	25.00	250.00
Vervaeana Siberica	6-8	20.00	200.00
"	10-12	40.00	400.00
Woodwardi	6-8	20.00	200.00
Biota Orientalis	6-8	5.00	35.00
"	8-10	6.00	45.00
"	8-10	8.00	75.00
Tsuga (Hemlock)	6-8	15.00	135.00
Canadensis	8-10	17.00	160.00

## Lining Out Stock

Acer Platanoides	6-8	6.50	50.00
Acer Saccharum	6-8	4.00	30.00
Berberis Thunbergii	6-8	4.50	35.00
Juglans Nigra	12-18	4.50	30.00
Pachysandra Termin'x	4-6	8.50	70.00
Philadelphus Coronarius	12-18	8.00	70.00
Quercus Palustris	10-12	8.50	70.00
Spiraea Van Houttei	6-12	6.50	55.00
Symphoricarpos Alba	12-18	5.25	42.50
Symphoricarpos Rubra	18-24	6.50	55.00
Tilia Americana	6-8	6.50	55.00

## Understocks for Grafting Conifers

Juniperus Virginiana (Red Cedar)	6-8 in.	\$50.00
Picea Excelsa (Norway Spruce)	6-8 in.	45.00
Biota Orientalis (Chinese Arbor Vitae)	6-8 in.	75.00
Thuja Occidentalis (Am. Arbor Vitae)	6-8 in.	50.00

x Indicates one transplanting.

Send for Complete Trade List

50 of the same variety and size at the 100 rate; 500 at the 1000 rate.

Evergreen Specialists,  
Largest Growers in America,

Box 402, Dundee, Ill.

to it that it buys what we have to sell. I mean we musn't trust too much in Providence and F. W. Woolworth & Co.

This country is not likely to see any necessary surplus of good stock for years to come, if at all. We shouldn't think of surplus except as a spur to selling effort. We have a great, broad, undeveloped land with 20,000,000 homes and more needed. High rents and city costs are driving families into the suburbs and into the country. Our people are by inclination and because of ability, home-owners. That means tree-buyers. Ours is the richest country in the world; if it were not, we couldn't pay \$5,000,000,000 in Federal taxes in a peace year. We have over half the world's supply of gold in our vaults. Our bank deposits are the largest in our history. Every home-owner is a customer. A man can wear only one hat at a time but every garden has a place for another plant. There are the great estates, the parks, the cemeteries, the highways, all needing the things we grow.

And that market throughout the whole country is open to every Nurseryman no matter where located. Ours is not a local industry; few things are so widely distributed; Texas peaches are planted in Michigan; Maryland apples go to Missouri; Illinois evergreens thrive in Massachusetts parks. Outside of a few Nurserymen whose goods and distribution are limited by climatic extremes, this great market is open to all. The average Nursery is limited in its possible expansion and growth by just two things and by nothing else: its capacity to produce and its ability to sell. A territory so vast can be covered only by printed matter, advertising copy and catalogues. Traveling salesmen can reach only a few. Each can well supplement the other; they go naturally together.

An industry so absolutely the opposite of

local can profit and does profit through advertising. No business that I know of needs advertising like the Nursery business needs it; no business that I know of so readily responds to intelligent advertising. I don't mean to imply, now, that buying advertising space and distributing printed matter is going to make you or anybody else rich. There is a lot of money wasted for what some folks fondly imagine is advertising. It is easy to make money; the difficulty is to spend it. And by spending it I mean intelligently using its purchasing power. I have admitted that I think good Nursery advertising copy is mighty hard to write. If I had any suggestions to offer they would be these: Have something to say. Say it in few words. Count 'em as you would the words in a cablegram; they cost a lot more. Let every statement be frank and to the point and absolutely truthful. Select a single line or a single idea and let it be featured in every advertisement. Vary the rest with the season. Talk about one thing at a time. Avoid humor as you would a pestilence; you may be as ponderously dull as you please and likely as not it will be accepted for wisdom; but avoid wit. I would rather advertise in a big paper than a small one; its readers are apt to be better prospects. The prestige of the editorial page gives weight to what appears in the advertising pages. I'd rather have twelve inches in the biggest and best farm paper than one inch in a dozen papers. Large space is more effective than small space, but large or small, remember the effectiveness of the wide margin. When you tell your story, stop. Use short words and few of them. Offer one thing but suggest others. Make it much meat and little gravy.

You advise folks to go to Nurserymen for trees, don't you? We Nurserymen are not students of advertising. A good advertising

agency can present our story better than we can. We must furnish the idea—the "reason why"—but the man used to doing that sort of thing can dress it up better than we can. The advertising copy, the catalogue and all other printed matter must be in perfect harmony. They should be written together. Those in an orchestra play the same tune. Decide what sum you want to invest in a catalogue and then you or your advertising agency tell your printer that you want so many copies of a catalogue of so many pages and to give you the best he can for that amount. If the printer is a wise merchant, he wants your future orders; he is a fool if he doesn't give you all he can for your money. If you buy like the planter who shops around for the cheapest trees, you may possibly have an experience like his.

With our wide, rich country and its buying prospects open to every one of us, with our people very largely the owners of their own homes and having a native wish to make those homes beautiful, with the greatest undeveloped market in the world ours to supply, we need not worry about surplus or prices if we will just go about getting the business intelligently and aggressively. It seems to me that the best way to do that—the best way for those who sell through agents as well as those who sell by means of catalogues,—is with good, truthful, convincing advertisements backed up by catalogues that must be real sales-messengers rather than hand-books on trees and plants. And in both there must always be emphasized that "reason why;" the thing that gets customers and makes them friends and holds them. Confidence and good-will come first; the orders follow. Nor must we overlook the value of continuity in advertising and its cumulative effect.



## SOUTHERN NURSERYMEN'S ASSOCIATION IN ANNUAL CONVENTION

Every business organization has its period of low and high tides—the lack of initiative on the one hand, while on the other a wholesome advance in the things which stand for sanity, progress and development of latent forces made possible only by the concerted action of full membership.

The twenty-third meeting of the Southern Nurserymen's Association, held in Chattanooga, Tenn., Sept. 7-8, was the high tide from an ocean of misgivings and uncertainties. The "Ship of State" was sailing in a choppy sea with breakers ahead and to an unknown port; but thanks to the Captain and Crew, a harbor of safety was reached for the time, at least.

The meeting was featured by a large attendance, close co-operation in the work before the convention by all members, addresses and papers of the highest order, and the working out of a bill in lieu of the one which came near passing in the state of Georgia during its last session, regulating the shipment of Nursery stock into that state. The state of Georgia was officially represented by Robert C. Berckmans, Chairman of the Georgia State Board of Entomology, and A. C. Lewis, State Entomologist. These gentlemen took part in the discussion in the pre-convention caucus with the Executive and Legislative Committees and other members of the Association. They were cordially received and their suggestions were helpful and considerate. From their kind and active co-operation much is expected in the future. The bill worked out and agreed upon by the members of the Association is slightly less drastic than the Georgia bill. However, many members felt that it was more drastic, but under the operation of the modified bill, should it become the law, out of state Nurserymen can ship into the state, while it is doubtful if shippers would care to under the regulations as set forth in the bill which recently failed of passage. Something had to be done. The Southern Nurserymen did their best and now wonder what the result will be. They went to the convention with the idea of framing a uniform bill which would be workable in each of the Southern States; they left with a bill prepared for presentation to the next session of the Georgia State Legislature. They believe they have made a step forward. Time will tell.

President Lindley was at home in the chair. His untiring efforts during the past year made this splendid meeting possible. A peptimist at all times—vigilant, industrious, far-seeing and wholesome. A splendid combination that brings results.

Prof L. B. Scott's address on Nursery Stock Investigations received the closest attention from members. Dr. C. J. Galpin's talk on Farm Life Studies held out promise of things unseen but which may be made possible by the united effort and co-operation of those interested in the embellishment of the city and farmstead.

John Watson's address was the ne plus ultra of Nursery advertising. He was extended a rising vote of thanks upon the completion of his address. It was the consentient opinion of those present that his effort was the outstanding address of any of similar nature at any convention. It was splendidly given and readily absorbed because it was good and satisfying.

There were other interesting talks and papers with lots of vim and punch which ministered to the trend of things that will carry upward and onward, and while win-

chesters and budding knives were not actually used, the boys talked plain, the coin was on the counter and everyone counted the change.

The retiring president recommended a Vigilance Committee and the publication of the Monthly Bulletin which was inaugurated during his term of office. These recommendations were endorsed and will play the part in their respective spheres.

Officers for the ensuing year:

C. A. Simpson, Monticello, Florida, President.

O. Joe Howard, Hickory, N. C., Vice-President.

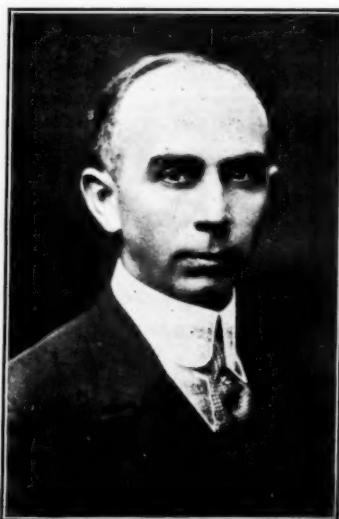
O. W. Fraser, Birmingham, Ala., Secretary-Treasurer.

Executive Committee:

S. W. Crowell, Roseacres, Miss.

H. B. Chase, Chase, Ala.

With officers above named.



C. A. SIMPSON, Monticello, Fla.  
President Southern Nurserymen's Assn.

### Report of Committee on Resolutions

We, your committee on resolutions beg to report as follows: We the Southern Nursery Association in the convention assembled return our thanks to the Mayor of the City of Chattanooga for the keys and freedom of the city, which have been so graciously extended to us, and for the kind hospitable treatment that was accorded us by the people of Chattanooga. We thank the Hotel Patten for the courteous treatment. We thank also the gentlemen who have so ably presented to us the subjects upon which they have respectively spoken.

We especially return our thanks to Mr. John Watson of New Jersey for the masterly, able, eloquent, scholarly, and instructive address on the subject of "Nursery Advertising." We ask him to have address in full published in all the Nursery trade journals, in order that all Nurserymen will read, study and profit thereby. We desire also to thank Professor O. M. Watson, of the University of Tenn., for his able and instructive address on Nursery stocks. We also thank Professor L. B. Scott of Department of Agriculture, Washington, D. C., for his very learned and interesting address.

We return our sincere thanks to Mr. R. C. Berckmans and Prof. A. C. Lewis of Georgia for their presence, council and assistance in getting us together on some very important matter. We desire to thank our retiring President, Mr. Paul C. Lindley, for his services the past year, and for the able, fearless manner in which he has discharged the duties of his office. We report our thanks also to our retiring Vice-president and Secretary and Treasurer for their respective services.

Respectively submitted,

A. J. FLETCHER, Sr.

### What They All Said

Editor American Nurseryman:

Many thanks to you for the good article on the Rugosa Roses in the *American Nurseryman* just received. It is appreciated, and I believe many others are reading it with as much interest as I did.

I am home from my first attendance at the convention of the Southern Nurserymen's Association at Chattanooga. Talk about an exemplary Christian feeling—that meeting was the symbol of co-operation—with the scientific investigators from Washington, with the Nursery inspectors, with the law makers, and the members with each other. I came away with the feeling that I want to be with them when they meet again. Saints and heroes, in Nursery mythology, could be easily found among them. They are a fine lot.

The Southwestern Association of Nurserymen is meeting in Dallas, Texas on September 27th and 28th. With the lessons learned at Chattanooga we hope to build our infantile association and industry in the Southwest to one of the forward rank. We would like to have you with us.

GEORGE F. VERHALEN.

Scottsville, Tex.

### A Baby Rambler Plucked

It has just leaked out that one of the Baby Ramblers has dropped his swaddling clothes, put on long pants and is about to step off from the life of single blessedness into the troublesome stream of married life.

The first name of this young baby is Robert, but he is known to all the other fellows as Bob, and his last name, which is quite similar to a well-known automobile, is Essey.

We always supposed that Bob was one who liked them all but wouldn't fall for the soft stuff, but at last one, a Miss Helen Smith of Detroit, is about to nail him.

They will be married in Detroit on October 8th and expect to motor through the East to New York City. It will be well for the safety of this young couple to steer clear of Geneva, Newark and Rochester where some of their friends are planning to way-lay them.

X.

"Nowadays the traveling salesman is not so much the seller as he is the closer of sales already made through advertising. Life is too short; we are all too busy for the educational interview."—John Watson.

**Apple Crop Short 2,000,000 Barrels**—Virginia's commercial apple crop this fall is not expected to exceed 300,000 barrels, if that, according to experts' estimates. This will mean a reduction of approximately 2,000,000 barrels from last year. The falling off is due entirely to freezing weather late in March and early in April when the trees blossomed 30 days earlier than in normal years.

State Senator Harry F. Byrd of Winchester whose crop of 40,000 barrels last year was the largest in the state, said his crop this year will be around 6,000 barrels, and even with this greatly reduced crop he probably will lead the state growers in production.

Senator Byrd used more than a carload of oil in smudge pots in his orchards during the freezing period last spring and he attributes this season's prospects to the oil pots, the heat and smoke screens keeping the temperature slightly above freezing. Several contracts have been made at Winchester for delivery of York Imperial apples, 2½ inches at \$6 per barrel, and Grimes Golden varieties around \$8. Apples will ripen earlier this fall than usual, growers said.



### The Southwestern Association

Following is the program for the fourth annual convention of the Southwestern Association of Nurserymen, held at the Chamber of Commerce rooms, Dallas, Tex., Sept. 27-28. The Association is composed of Nurserymen in Arkansas, Louisiana, New Mexico, Oklahoma and Texas. J. M. Ramsey, president and G. F. Verhalen, secretary, conducted the convention. The program:

#### SEPTEMBER 27, 10 A. M.

Invocation—Rev. Walter E. Case, C. M., University of Dallas.

Address of Welcome—Judge W. F. Ramsey, Chairman of Federal Reserve Board, Dallas.

Response to Address of Welcome—E. Romero, Donna, Texas.

President's Address—J. M. Ramsey, Austin, Texas.

Report of Secretary-Treasurer—G. F. Verhalen, Scottsville, Texas.

Appointment of Committees.

Growing Grapes—Thos. B. Foster, Denton, Texas.

Principles of Landscape Gardening—Edward W. Teas, Houston, Texas.

#### SEPTEMBER 27, 2 P. M.

The Chemical Physiology of Plant Life—Dr. Lewis W. Fetzner, Head of Pre-medical Department, University of Dallas.

Planting Shade Trees Along City Streets—R. A. Gilliam, City Forester, Dallas, Texas.

Public and Private Forestry Problems—E. O. Siecke, State Forester, College Station, Texas.

Fruit Tree Stocks—L. B. Scott, Pomologist, Bureau of Plant Industry, Washington, D. C.

Inspection Laws—E. E. Scholl, Chief Inspector of Nurseries, State Department of Agriculture, Austin, Texas.

Pecan Propagation in Texas—W. F. McDaniel, San Augustine, Texas.

#### SEPTEMBER 28, 9 A. M.

Propagation and Culture of Roses—G. A. McKee, Mt. Salem, Texas.

Replacements—R. W. Haggard, Keithville, La.

Report from American and Southern Associations of Nurserymen—J. R. Mayhew, Waxahachie, Texas.

Outlook in Arkansas—N. M. Shive, Cabot, Ark.

Report from Oklahoma—Jim Parker, Tecumseh, Okla.

Principal Conditions Affecting the Nursery Business—C. C. Mayhew, Sherman, Texas.

Reports of Committees.

Election of Officers.

Selection of place of meeting.

### New York State Nurserymen

The summer meeting of the New York State Nurserymen's Association was held at Geneva, N. Y., September 10, 1921. About fifty were in attendance. The location selected (on the shores of Seneca Lake) was ideal, and the weather perfect.

There was a ball game, after which, the members partook of lunch. The business meeting was held in the open air. Practical talks were given by Dr. George G. Atwood, of the New York State Department of Agriculture; J. M. Pitkin, Charles O. Warner, and John H. Dayton. Dinner was served at 6 P. M., in a beautiful grove on the shore of the lake. Altogether a most enjoyable and instructive occasion.

### North Carolina Calling for Peach Trees

Considerable interest is beginning to be taken in the peach growing industry in Anson county, N. C., and it is highly probable that a considerable acreage will be planted in peach trees. Farmers in Lilesville, Morven and Gullledge townships are becoming interested in the matter. Farmers in the McFarlan section have taken steps in the matter with a view to embarking in the fruit growing industry. It is likely that 30,000 trees will be planted in the county this fall.

When writing to advertisers just mention American Nurseryman.

## Thoroughly Matured American Grown SEEDLINGS

We have the location, soil and climate necessary to produce first class, THOROUGHLY MATURED seedlings.

Our crisp, dry fall weather, with no rains to keep up growth, enables us to mature all stock perfectly.

Our location on the Yakima Indian Reservation, far removed from old orchards and forests where our leases are changed every few years, keeps soil free from pest and disease.

### WE CAN STILL SUPPLY

Apple Seedlings Japan Pear French Pear Myrobalan Mazzard

We guarantee to please you with our stock, grade and pack.

**WASHINGTON NURSERY COMPANY**  
TOPPENISH, WASH.

## E. P. BERNARDIN

### Parsons Wholesale Nurseries

Parsons, Kansas

ESTABLISHED 1870

Specializes in

AMOR NORTH AND VULGARIS, Privet. EARLY HARVEST B. B. Root grown. BUNGEII 2 and 3 year heads. SHADE TREES. Large stock all sizes.

ORNAMENTALS. Grown for landscape work.

Correspondence solicited.

## FRUIT

Have a few Standard and Dwarf Pear and Quince to offer.

## SHADE TREES

Large stock of Sugar Maples, 2½ to 4 inches. Nice block of transplanted American Elm 1½ to 3 inches.

### Shrubs and Perennial Plants

General Assortment.

W. B. COLE, Painesville, Ohio.

When writing to advertisers just mention American Nurseryman.

### Courses of Nursery Training in Colleges

Are planned as the result of American Association of Nurserymen activity. A Committee on Nursery Training, of that Association, is co-operating directly with Agricultural Colleges in the establishment of such courses. Detailed information may be obtained by an applicant for such training by addressing the executive office of the Association, Louisiana, Mo.

COMMITTEE: ALVIN E. NELSON, Chairman,  
940 Marquette Bldg., Chicago, Ill.  
HENRY HICKS, Westbury, N. Y.

THEODORE BORST, Boston, Mass.  
RALPH T. OLCOTT,  
Rochester, N. Y.

## LABELS FOR NURSERYMEN

**THE BENJAMIN CHASE CO.,**  
DERRY, N. H.

### ORNAMENTAL TREES AND SHRUBS

"Bay State Quality"

Largest assortment in New England.  
Evergreen and deciduous trees.  
Sturdy, choice stock that can be depended upon.  
Send for Trade List.

Finest of Shrubs. Hardy native and hybrid Rhododendrons — transplanted and acclimated. Strong field-grown Perennials in great variety.

THE BAY STATE NURSERIES

NORTH ABINGTON, MASS.

**SCARFF'S NURSERY**

HEADQUARTERS  
FOR

SMALL FRUIT PLANTS and LINING OUT STOCK

We offer for fall, 1921, a good assortment of following stock and, will be pleased to submit prices on your want list

Strawberries, Raspberries, Blackberry, Dewberries, Currants, Gooseberry Layers, Grape Vines, Iris, Privet, Spirea, Hardwood Cuttings, Veiga Poplar, Barberry Seedlings, Calycanthus Seedlings, Althea Seedlings, Asparagus, Horse-radish, Rhubarb.

See wholesale list before placing your order.

"At it 25 Years."

W. N. SCARFF & SON  
NEW CARLISLE, OHIO

1400 ACRES,

Make Yearly Contracts Now  
For Trade Publicity in

**American Nurseryman**  
And  
**American Nursery Trade Bulletin**

## SOME IMPRESSIONS, EXPERIENCES, AND OBSESSIONS

Address By President Paul C. Lindley, Southern Nurserymen's Association At Chattanooga Convention.

Members Southern Nurserymen's Association:

You will note from your program my subject. I have no President's address to present you, but just a collection of editorial clippings from various papers and a few thoughts along lines that I think will be for the good of the Association.

I appreciate the honor of being your president for the past year, but right in the beginning want to say, please don't think of me as an autocrat, czar or kaiser. It has not been my intention to be dictatorial. We all have a right to our opinions. It is best for the Nursery interest, I guess, we do not all have the same point of view.

Take the program, for instance. I am fully aware that all members are not in favor of inviting the state officials to our convention, but I think great good can be accomplished by co-operating with them. Your president feels that the better the Nurserymen understand the entomologists and the entomologists understand the Nurserymen; there is less likelihood of friction and a better chance for the solution of our problems. Perhaps all of you do not know what co-operation is. I heard the following story the other day that I want to tell you. There was a young chap around our town who spent the most of his time in the various club rooms, pool parlors, and was what you might term an all round good fellow. For want of a better name we will call him Bob. Now Bob went ahead and got married and his wife, like most of women, knowing his faults, kept him close at home. After being married about a year, he went home one evening and the maid told him that the madam had been called away for a few hours to see a sick friend; so he figured this was his chance to get away for a night with the boys; so he told the maid to tell his wife on her return that he had had a wire from John, urgent business, and he might not get back that night. Of course, she was very much worried and asked the maid "John who," but the girl was unable to give the last name. She sat down and thought of all the Johns of their acquaintance and found ten that she thought he might visit; so she wired all ten of them as follows: "Bob will spend the night with you. Take good care of him." Next morning when she went into breakfast she found ten telegrams on her plate. Each one of them said, "Bob is here. Taking the best care of him." That's co-operation.

### BULLETINS

All credit is due past President Sam Crowell. He gave me the idea. Before reading your first bulletin, which he did not send, I want to read a little clipping from the Southern Florist:

"You have a dollar,  
I have a dollar,  
We swap:  
Now you have a dollar,  
And I have a dollar,  
We have neither gained a whit.  
But you have an idea,  
And I have an idea,  
We swap:  
Now you have two ideas,  
And I have two ideas.  
That is the difference  
Between dollars and ideas."

Returning to the entomologists again. I believe in governments and courts and feel that they are our protection; but let us say

our Association decides to rid the South of unscrupulous Nurserymen. We are a band of earnest citizens taking on an unpleasant duty. We gather evidence, present it, and what will the entomologists and courts do? Why! Usually "Pass the buck." The cure for the situation should be worked out before we leave Chattanooga; are the officials afraid or incompetent? Let's have a drastic law, but one that will let the honest Nurseryman live. If a bond is the correct law, my hat and respect is off to it. What the southern Nurseryman needs is HELP, not HINDRANCE. I would like to see a committee appointed to go to Washington, see the proper officials, and get the department to draft a law for the southern states, and not have every state official in the different southern states giving us a different commandment as, Thou shalt tag; Thou shalt ship to a port of entry; Thou shalt send us a copy of each order; Thou shalt give us a bond; Thou shalt tell us who grew these trees and where.

Let us pray that the entomologists will give us a little help in the future, and we will assist them to promote fruit growing and other allied interests. But, as the poet says, "Life is one darned thing after another." It was scale, then knots, nematodes, numbered tags, and now bonds. Should the so-called honest Nurseryman be as severely punished for questionable conduct as the "wild cat" Nurseryman for original conduct? Think it over.

I want to read you a letter from a Nurseryman at Altamont, Tenn.:

Dear Sirs I handle all kinds of forest tree seedlings and seeds all kinds of evergreens and ornamental shrubs such as holy Ivy Spruce pine ash tulip poplar American linden 7 Barks. White walnut Black gum sweet gum and lots of other kinds of stuff to tedious to mention also nursery grown stock such as privets all kinds Spirea lilac Bridal Reath Blooming almons also I have on hand a lot of peach seedlings and lots of clonike Strawberry Plants if you kneede any thing in ml line give me a trial yours  
R. D. Tate.

Roger Babson says statistics show that we have been trying to run business by the will of Congress, judges, bankers, labor unions, and board of directors, rather than by the will of God. Babson is a "business doctor," but recently has turned to an A-1 evangelist in his writing and speaking; also in editorials and magazine articles of most any paper you pick up you will find the new thought a platform of Christian ethics. Dr. W. T. Ellis says if statesmen could get religion. Now, I am by no means placing myself in the class with Babson and Ellis, and I say it would be indiscreet to mention names, but if we could get a little religion in some Nursery centers, of members both in the Association and out, via the entomologist route, it would be one way out of the existing mess and muddle. A few concerns with the right point of view would cause drastic laws that are now inevitable to be changed to uniform ones so that all reliable concerns would feel like doing business in any southern state.

But at any rate "Let us have Peace." Some of you do not like the entomologists, you do not think they have any business in our convention hall, that they are fighting the Nursery interests; but think, gentlemen, who forced the fight, who started the quarrel? Let me read to you a little cor-

respondence and ask if you were a state official what would you do.

Now real reforms are best handled quietly and silently; when lots of noise is being made, progress is slowest. I want to read you an editorial on constructive patience:

Impatience has always been one fault of the American people. That will ever be one feature of public life in a republic. There is a large element which is never quite willing to give a new administration a fair chance, or to give an old administration opportunity to work out a new plan. If after a few weeks or months all the wrongs are not made right, this impatient element will find fault and attempt to break down plans or policies. This criticism is usually destructive, for no sensible substitute is offered. Our State and Federal governments are so tied up with politics and legal technicalities that it would be next to impossible for an administration of saints to clean out all the injustice and wrong at once. With our peculiar temperament as a nation it is likely that any man who started in to cut and slash without considering things as they are would do more harm than good. History reveals the lives of thousands of men who pushed a little ahead of the thought of their followers and were promptly pulled down and destroyed by the very people who should have supported them. Right at this time dozens of great reforms in business and politics are under way. Some of them have not yet found the right road, but they will find it in time if we give them a chance. Constructive patience is better than violent fault-finding.

We had an honored member, who was with us at Charleston last year, who is absent today. This good sport came among us unannounced. He was such a likeable chap and will be missed by some of us who went all the gates with him. I refer to one you all have been associated with, Old Man Prosperity. He taught us many things, he knew the ropes, we were a little slow and bashful when first we met, but soon we both had even our bankers riding on the merry-go-round. He led the retailer to believe it was O. K. for the wholesaler to charge \$600 per thousand for cherry, plum and pear; also that the farmer would receive \$1 per pound for cotton or not sell it at all. He put land from \$50 to \$300 per acre. He knew all the ropes, but the ropes could not stand the strain. We are now living in an era of falling prices. I had no sympathy for some of the extra high prices and do not care for the other extreme, very low prices. Let's all strike a happy medium!

The past season has been a very unsatisfactory one, extreme dry weather, high prices during the spring, poor sales, and a general curtailing of credit. But the situation is sound; people are talking less about their troubles. Friendship and Service mean success. It will not be the survival of the fittest, but he who serves best will survive.

### Uncle Sam Means It

A correspondent of the Horticultural Advertiser, (British) says: "A well-known firm of exporters (fortunately not British) has recently felt the full rigour of the American law, through sending to the U. S. A. plants not as scheduled. Not only were the plants destroyed, but no further permits will be issued to this firm to export to the U. S. A. Such action on the part of the U. S. A. authorities is stern and a serious thing for a firm doing considerable export trade. It should certainly act as a warning to those who think they may evade a country's laws by incorrect invoices, and is undoubtedly intended "to encourage the others" (as our French friends would say), who may be disposed to act in the same way."



## California Privet

Some Extra Heavy One Year. Better than some two year of same grade.  
18-24" and 24-30" 3 or more branches.  
Extra fine one year Grape Roots.

Other Good Stock.

Send us your want list.

Keystone State Nurseries  
Beaver Falls, Pa. New Galilee, Pa.

## RELIABLE TREE SEEDS

SOLICIT your ENQUIRY for PRICE

Not Price



T. SAKATA & Co.

Seed Growers & Merchants

KANAGAWA, YOKOHAMA

JAPAN

But Quality

When writing advertisers just mention American Nurseryman.

## Wanted

5000 Barberry Thunbergii, 2 to 3 ft.  
2000 California Privet, 3 to 4 ft.  
500 Hydrangea paniculata Grandiflora, 2 to 3 ft.  
500 Hydrangea Arborescens, 3 to 4 ft.  
2000 Roses, assorted, 1 and 2 yr. old.

D. T. McCarthy & Sons,  
LOCKPORT, N. Y.

## PEACH SEED

We have them.  
Order quick.  
Before they are gone.

SMITH BROS. Concord, Ga.

Say you saw it in AMERICAN NURSERYMAN

## THIS SPACE

\$2.50 Per Month Under Yearly Contract

Including Publication in both AMERICAN NURSERYMAN and AMERICAN NURSERY TRADE BULLETIN.  
One Month: \$2.80 in both.

## PEACH SEED

2500 bu. 1921 Peach Pits

Ready for shipment Sept. 15th.  
Write for prices. Address

EAST ATLANTA NURSERY COMPANY  
Route 3, Box 216 Atlanta, Ga.

## Special for Fall

Cornus Elegantissima, 2-3 and 3-4 ft.  
Also Shrubs and Herbaceous Plants in good assortment.

T. R. NORMAN, Painesville, Ohio

## TREES AND PLANTS

A full line of fruit trees in variety, and small fruit plants, for delivery Fall of 1921. Send us your want list.

BENEDICT NURSERY CO.

185 E 87th St. N., Portland, Oregon

When writing to advertisers just mention Nursery Trade Bulletin.

## At Framingham Nurseries

Richard M. Wyman, proprietor of the Framingham Nurseries, and Edmund W. Borst, of the American Forestry Co., Framingham, Mass., were hosts to a party of fifty, September 3, when the Gardeners' and Florists' Club of Boston spent a day of inspection at these two places. At the Framingham Nurseries 200 acres are planted chiefly to evergreens. Over 200 acres additional land is owned, which may eventually be turned into Nursery land. Evergreens are the great specialty and are grown in immense numbers, a great many being of large specimen size. Grand blocks of blue spruce, concolor, and Engelmannia were noteworthy. Texas cuspidata, brevifolia and canadensis were to be seen by the acre in all sizes; so were the juniperus family, in many varieties, retinisporas and arbovitae.

Quarantine 37, which debars so many desirable plants formerly imported from Europe, is stirring Nurserymen here and Richard M. Wyman, the proprietor of these well kept Nurseries, is propagating azaleas and rhododendrons from seeds by the tens of thousands in green-houses and frames. Grafting of rhododendrons is being tried on a variety of stocks, so far with rather indifferent success. Mr. Wyman says he lacks the European climate for this work, but intends to persevere with it. For some time ahead he thinks seedlings of certain colors of rhododendrons will have to be sold in place of named hybrids such as were formerly imported. He and other Nurserymen had made considerable investments in efforts to produce debarred stock at home. The expense, he hoped, might be justified.

Evergreens are the great specialty with the American Forestry Co., but a lot of maples, oaks and other deciduous trees are also grown. Deciduous shrubs are not yet grown, but these and perennials will later be added. There is an attractive roadside stand here, where a heavy automobile traffic passes and many evergreens in tubs and boxes are sold. A space, 50x200, will another season be devoted to a garden with appropriate plantings of evergreens and deciduous trees and shrubs, herbaceous perennials, lilies, rock plants, etc. This should prove a great drawing card and a splendid advertisement for selling stock.—Florists' Review.

## PEACH TREES

(Estimated Surplus)

On which Special Prices will be Quoted

Variety	4-5'	3-4'	2-3'
Mayflower	1200	1200	1800
Victor	200	400	400
Yel. Swan	1150	1300	700
Greensboro	700	1000	1000
Carman	2400	1800	1200
Hiley	350	250	450
Slappey	300	400	800
Champion	300	400	800
Belle Ga.	3600		
Chinese C.	750	600	1300
Elberta	5500		
Lt. Crawford	150	250	550
Matthews	300	400	900
Greenville C.	350	250	550
Heath C.	600	500	900
Salway	550	500	1000
Wonderful	300	300	500
Levy Lt.	150	150	350
Stinson	800	700	1300
Blyeu	600	300	500

## PEACH PITS

Enough in sight to fill our present orders, and believe we could furnish a few hundred bushels additionally if ordered promptly.

Please submit list of your needs.

The Howard-Hickory Co.  
HICKORY. NORTH CAROLINA

## ART

For The Nursery And Landscape Trade.

We are Designers and Writers, producing Covers and Inserts, and make-ups for Folders, Booklets, and Cards.

Let us show you something Different and Original for the Holidays and your next Catalog. We have the "Stuff."

THE MATHEWS STUDIO  
Box 53 Bloomington, Illinois

## PEACH SEED

NORTH CAROLINA NATURAL

Ready for immediate shipment. Crop short, but have about hundred bushels yet unsold. Write for prices. MAGNOLIA and ABELIA GRANDIFLORIA. For the Trade. All sizes.

VALDESIAN NURSERIES  
Bostic N. Carolina

## NATIVE BROAD-LEAVED EVERGREENS

### Ornamental Trees,

Shrubs, Vines, Woody and Herbaceous Plants of the Blue Ridge Mountains  
Collections to Order in Carload Lots a Specialty.

Correspondence solicited from large planters  
Ask for Price List.

E. C. ROBBINS, PINEOLA,  
Avery County, North Carolina

## IT IS IN YOUR OWN INTEREST

to buy your

FRUITTREE and ROSE-STOCKS from the GROWER only.

Rosa Manetti

Rosa Canina

"Laxa

"Rubiginosa

APPLE STOCKS

PEAR STOCKS

Doucin

Quince

Paradise

PLUM

Myrabolan

St. Julien

100,000 Lillies of the VALLEY.

D. G. De JONGE Nurseries, SAPPEMEER, Holland (EUROPE)

## PEACH SEED

Prices on Request

PROMPT SHIPMENT

SUPPLY LIMITED

Screened or Unscreened

J. Van Lindley Nursery Co.  
Pomona, N. C.

## SPECIAL ON—NORWAY SPRUCE SEEDLINGS

2 yr. 3-6 Per M \$8.00; 10 M \$75.00; 100 M \$700.00  
Fresh dug, strictly first class stock.  
Samples if desired

Scotch Grove Nursery, Scotch Grove, Iowa

## SPHAGNUM MOSS STANDARD SIZE

Wire and Burlap Bales, also Bulk

Make arrangements now for your summer and fall supply. Prices right. Write

HANS E. PEDERSEN Warren, Wisc

## THIS SPACE

\$5.00 per Month, under Yearly Term  
Including publication in both

AMERICAN NURSERYMAN

and

AMER. NUR. TRADE BULLETIN

COVERING THE TRADE

\$5.60 per Month for Short Term.

## Ampelopsis Veitchii

300000

two year, 10 in. to 5 ft. Extra strong and 12 yr. for retailing and lining out. Some XX heavy tops and roots. Satisfaction in all grades. Superior to general stock, grown thin, so much stronger roots. It is not the cheapest, but the best. Get particulars before purchasing elsewhere.

CHARLES BLACK, Hightstown, New Jersey

## NURSERY CATALOGS

"Ready Made" Nursery and Fall Bulb Catalogs, with your name and address on the front cover. Beautifully illustrated, with natural colors on cover pages. We keep them in stock for prompt shipment. Ask for a sample copy. They will greatly increase your sales—and they don't cost much.

CAMPBELL PRINTING COMPANY  
817 WALNUT ST. DES MOINES, IOWA

Say you saw it in "American Nurseryman."

## Trade Conditions

### In the Retail Nursery Trade

At the summer meeting of the New York State Nurserymen's Association, Geneva, N. Y., last month, C. O. Warner of Rice Brothers Co., Geneva, gave an interesting summary of the condition of the retail Nursery trade in general, as outlined to him by concerns in various sections of the country. He said:

"Retailers are in a very optimistic mood at the present time, sales are good and there is every indication that they will continue so, although few retailers report booking many orchard orders. There seems to be a good demand for orchard stock right now, due to a large extent to the good prices which prevail for fruits of nearly all kinds. These orders will no doubt be placed later.

"In some sections where orchardists intend planting they are holding off for lower prices as last spring some firms who had a surplus of stock issued lower price lists late in the season and in sections where this was done the orchardists have the impression that if they wait until spring they will find another bargain counter.

"Fair prices have enabled the retail salesman to make a good income out of the work. This has attracted a better class of men, with the result that the retail trade is being represented and with men of ability out selling, a larger amount of business is being produced.

"I believe that to a large extent wholesalers were to blame for the cut in prices made at the end of the selling season last spring as there were many quotations made of lower prices than those quoted earlier in the year and yet it really did the retailer more harm than good. In the first place nearly all retailers had their wants covered and a reduced price did not mean much to them in dollars, about the only one it helped was the small dealer who seldom purchases until the end of the season and in a good many cases does not even attempt to make sales until he has looked over the wholesalers "Bargain counter" and then if the

"No business I know of needs advertising like the Nursery business needs it. No business that I know of so readily responds to intelligent advertising."—John Watson.

bait is attractive he buys a few hundred trees here and there and sells them at a few cents above cost. He makes very little money himself but makes more or less trouble for the retailer who has already sold stock in that section.

"If the wholesaler is able to make a favorable price to the retailer, who is the mainstay of the entire business, he should make those prices early in the year as once the retailer starts his men out selling with a revised price list it is important that those prices be maintained for the entire year and unless this is done it hurts business in that section for the coming year as if the salesmen knows from past experience that at the end of the selling season his firm sends out a "Bargain list" with cut prices he loses all confidence in what his firm may tell him in regard to booking orders early because of scarcity of stock.

"No customer should be penalized because he has placed his order early nor should the retailer who places his order early be compelled to meet cut-throat competition later, due to the firm he may have bought of selling at much lower prices to his competitor at the end of the selling season.

"Prices should be established early in the season and once established if on a fair basis they should be maintained for the entire year. I do not believe that a cut in prices at the end of any selling season has increased sales to any extent for anyone.

"If the wholesaler finds that his conscience troubles him and he is unable to sleep nights because of the extra pound of flesh he has taken on from the retailer, the retailer would be only too glad to get a credit memorandum, crediting him with the difference between the price he agreed to pay earlier and the price the wholesaler quotes later.

"As I have stated before if the prices established early in the selling season are fair prices there is absolutely no good reason why those prices should not be maintained. If they are not maintained it forces the retailer to meet a lot of unfair competition at the end of the selling season from a few dealers here who have taken advantage of the bargain prices which seem to be offered each year by the wholesaler at the end of the season.

"Perhaps a price that could be guaranteed for the entire year is not practical but it seems to me that if there was a spirit of fair

play shown by the wholesaler in quoting prices earlier also on the part of the retailer in being willing to place his order early where prices quoted were fair, something along this line could be accomplished and it would have a tendency to stabilize prices for the entire year.

"It seems to me that there should be much closer cooperation between the retailers selling through salesmen. In other lines sales managers have their informal gatherings as often as once a month, and I believe that if the retail sales managers it would have a tendency to bring them closer together on selling methods, prices, etc.

"To sum it all up, the retailer seems to have weathered the storm, sails are all up, flags flying and barring any hidden rocks will sail into port next June with bills paid and perhaps enough cash left to make a trip to Havana or Europe where the dry season is not so extensive."

"The time for Nurserymen to advertise is when planters are admiring flowers and plants in growing perfection and are enjoying ripe fruits at harvest time. We must use the constant selling help of our own products."—John Watson.

Arthur B. Schlagel, formerly of Markato, Minn., is manager of the new Queen City Nursery, Rochester, Minn., which has a farm of 250 acres, 175 acres of which will be available for Nursery work.

## TO THE TRADE ONLY

We offer a very complete list of Nursery Stock for delivery Fall 1921 or Spring 1922.

**FRUIT TREES**—A general assortment of Apple, Pear, Cherry, Plum, Prune, Peach, Apricot and Nectarine in first class one year stock.

**NUT TREES**—Almonds, Filberts and Walnuts.

**SEEDLINGS**—Apple, Japan Pear, Mazzard, Cherry and Myrobalan Plum.

**GRAPE VINES**—American varieties, strong on Concord.

**SMALL FRUIT AND BERRY PLANTS**—With Oregon Champion Gooseberry and Perfection Currant one year No. 1 as strong leaders.

**ROSES**—A large list of budded, field grown plants.

**NURSERY SUPPLIES**—Our usual line.

**Portland Wholesale Nursery Co.,**  
971 Sandy Boulevard  
Portland, Oregon.

## FRENCH FRUIT TREE SEEDLINGS

August 20th unsold stocks, Fall delivery, grown by  
NORBERT LEVASSEUR & SONS, of Ussy, France.

50000	Mahaleb Cherry.	1 yr.	6-10 mm	at	\$15.00 the 10000
150000	"	"	5-8 mm	"	85.00 "
50000	"	"	4-6 mm	"	70.00 "
50000	"	"	3-5 mm	"	47.50 "
45000	Mazzard	"	6-10 mm	"	240.00 "
25000	Myrobalan Plum	"	5-8 mm	"	300.00 "
15000	"	"	4-6 mm	"	285.00 "
30000	Angers Quince tr.	"	7-12 mm	"	130.00 "
20000	"	"	6-10 mm	"	115.00 "
20000	Pear	1 yr.	7-12 mm	"	190.00 "
20000	"	"	5-7 mm	"	120.00 "
100000	Crah Apple	"	7-12 mm	"	126.00 "
100000	"	"	6-10 mm	"	110.00 "
100000	"	"	5-7 mm	"	68.40 "
100000	Doncin Apple tr.	"	6-10 mm	"	150.00 "
100000	"	"	5-8 mm	"	120.00 "

### ROSE STOCKS for working upon

45000	Manetti	1 yr.	5-8 mm	at	\$150.00 the 10000
25000	"	"	3-5 mm	"	76.00 "
20000	Multiflora	1 yr.	5-8 mm	"	150.00 "
10000	"	"	3-5 mm	"	76.00 "

All first cost at FRENCH NURSERY plus packing. Due 90 days from foreign invoice date, payable to us, the American Agents; for more particulars address:

**AUGUST ROLKER & SONS,**  
51 Barclay Street or P. O. BOX 752  
NEW YORK CITY

Orders subject to confirmation from abroad.

Just mention  
American Nurseryman.  
When writing

## J. H. Skinner & Co.,

Topeka, Kansas

We offer for very late Fall or early Spring shipment:

Apple trees, 2 years. Peach trees, 1 year  
Plum on Peach, 1 year. Kieffer Pear, 2 years  
Gooseberries, 1 year, strong plants.  
Rhubarb, Myatt's Linnaeus, divided roots.  
Apple Seedlings, Japan Pear Seedlings.  
Forest Tree Seedlings.

### SHADE TREES

Elm, all sizes up to 2 1/2 inches.  
Soft Maple, Ash.  
Amoor River Privet 12-18 in., 18-24 in., 2-3 ft.  
Spirea Van Houttei 12-18 in., 18-24 in., 2-3 ft., 3-4 ft.



## Status of Salesmen's Work

Editor American Nurseryman:

The writer's view point of the Nursery business as an all around business proposition has been changed to quite an extent within the past year or two. Despite the fact that I have been pounding away since 1900 exclusively on the retail end of the business, I feel that I am "only an infant in the game."

The one thing that impresses me forcibly is the higher type of men who are taking up the sales end of the business and are willing to go out and ring door bells. The felt boot and rubber collar type of tree agent is only a memory. At the present, our force of salesmen is very much smaller in number than it was five and six years ago. However, the quality of men has considerably increased the average weekly report and incidentally the average weekly check to the salesmen. A great many of this new type of Nursery salesmen have caught the idea of selling a combination of shrubs for a porch or foundation planting, a property line planting, etc., against the old type of men who seemed to be satisfied to make a sale of perhaps one apple tree and a rose bush at which rate their check would run from \$15 to \$25 per week.

Sales of fruit trees for orchard purposes have been "shot higher than a kite," for the particular reason that the salesman himself did not feel that he could go out and get the prices. All retail sales managers must appreciate the fact that they must first sell their ideas or their prices, or whatever special proposition they put out to their sales force, to the salesmen themselves, before the salesman can adjust his mind to the point of going out and getting signatures on the dotted line. Further in this respect, I am pleased to say that wholesale prices on fruit trees are easing off a little. Ornamental growers will do well to follow suit. The writer is not in favor of "low prices" but is in favor of "reasonable prices."

This company has had a splendid summer business, but the business has been coming from a comparatively small number of men. With further adjustments on the matter of prices, which the writer feels is under way, there is no doubt that the fellow who sells only in the winter time will get down his outfit from the top shelf, dust it off and go out and try his luck.

Our entire organization is full of optimism as to the prospects in the Nursery business for at least the next ten years. It is a source of much regret that there is not some sort of a co-operative organization among retail Nurserymen, particularly for the purpose of conducting some sort of publicity campaign for the purpose of creating a greater demand for our products.

WILLIAM C. MOORE & COMPANY.  
Newark, N. Y. T. N. Kennedy,  
Sept. 14, 1921. Asst. Gen'l Mgr.

## In The Side Shows

We had just caught our breath after reading of the discovery by R. C. Sears, mail carrier, Morrisville, Ga., of pecan nuts growing on a Concord grape vine, when our eye fell upon the following:

Residents of Norway, Me., and vicinity are making pilgrimages to the orchard of Solon Downing to prove the truth of his story about town that he has been picking Red Astrachan apples from his Bartlett pear tree. Downing offers substantial proof.

Six years ago this man grafted six scions into his Bartlett pear tree. It appears that one of these must have been an Astrachan apple scion instead of a pear. But the scions grew, blossomed and fruited this year and the apples are genuine red Astrachan pear-shaped, pear tasting or otherwise indicative of their new percentage.

And immediately afterward this, from the Piqua, O., Leader-Dispatch:

C. M. Laughman, a fruit grower who lives west of town just off the Brown road, has a number of unusual varieties of fruit on his farm, some of them the result of experiments.

Among these are strawberries which Mr. Laughman has grafted onto raspberry bushes. The strawberries are now growing on the raspberry bushes. He also grows garden huckleberries which are as large as small grapes, and are cooked the same as huckleberries, and garden peaches which look like small yellow pumpkins and grow somewhat like the cantaloupe.

**Nursery Course at Amherst**—At a recent meeting the Massachusetts Nurserymen's Association visited the Cherry Hill Nurseries, West Newbury, Mass., and the Boxford Nurseries at Boxford, Mass. There were 65 in the party. Harlan P. Kelsey announced that Prof. Frank A. Albaugh, of Amherst, was desirous of starting a 10-week short course at the Massachusetts Agricultural College on general Nursery practices, which would include propagation and everything pertaining to the Nursery business. All present voiced support for the project and it was heartily endorsed by a unanimous vote.

Robert C. Chase of Alabama, was the guest of William Pitkin, president of Chase Brothers Co., Rochester, N. Y., a few days last month. Mr. Pitkin enjoyed a fortnight's motor trip in New England states, returning the middle of the month.

Louis Hillenmeyer, Lexington, Ky., and L. B. Scott, U. S. Dept. Agr., Washington, D. C., attended the two days meeting of the Kentucky Horticultural Society, at Henderson, Ky., Sept. 7th. The former spoke on "Small Fruit Culture;" the latter on the work of this Department.

**Surplus Stock of Peonies and Iris, while stock lasts:**  
**PEONIES**—Floral Treasure, Rose Fragrance, Humel, Alice and San Foin, an early large Double Pink. Medium to heavy 2-5 eye division, \$8 per 100. Unnamed mixed, \$7 per 100.  
10 to 12 kinds of named Iris, mixed by careless planting, \$9 per 100.  
W. L. LUX, R. H. No. 7  
Reference "Dun's." Topeka, Kans.

No person or firm interested in any way in the sale of trees or shrubs, flowers, land or fruit, or any trade supplies is in a position to dictate the policy of this publication. American Nurseryman is the only Nursery Trade Journal of which this can be said.

## ORIENTAL SPECIALTIES

Natural Japan and China Pear Stock Seed: Blight resistant.  
Natural Japan Cherry Seed  
Natural Japan Persimmon stock seed.  
We are ready to book your order for coming Fall delivery.

*Oriental Grown Seeds a Specialty*

## PACIFIC STATES SEED CO.

(Successor to Japan America Seed Co.)

SACRAMENTO, California

## We Offer for Early FALL or SPRING Shipment

PEACH, PLUM and MULBERRY  
All Grades

SHRUBS, ROSES, EVERGREENS

Carload Shipments a Specialty

We need Pear, Cherry, Apple

Send us your surplus list.

SOUTHERN NURSERY COMPANY

Winchester, Tennessee.



**Home LANDSCAPE GARDENING**

Increase Your Sales.  
Give expert landscape advice. Sell more trees, shrubbery. 10 Books show how to lay out, plant, care for small lots or estates.  
Plans and Pictures. Send No Money. Mailed postpaid. If satisfied send check \$7.50, price in full. If not, return books in 5 days.

**10 VOLUMES 5 DAYS APPROVAL**

GARDEN PRESS, Dept. F Davenport, Iowa

**RASPBERRY PLANTS**  
St. Regis and Cumberland  
**BLACKBERRY AND DEWBERRY PLANTS—ASPARAGUS ROOTS**  
Get my prices before you buy.  
**MICHAEL N. BORGO,**  
Vineland, N. J.

## SPHAGNUM MOSS

Burlapped--Standard Size Bales--Per Bale 45c  
Wired Bales--Put up in Burlap Press " 40c  
O. H. STANLEY, Valley Junction, Wis.

## CAL PRIVETS

Asparagus, Rhubarb, Cumb. Raspberry, Snyder B. B. R. C., well-rooted, vigorous plants. Peach in aut. Shade trees.

**PRICES RIGHT**

THE WESTMINSTER NURSERY, Westminster, Md.

## ROSES, DOG BRIARS

FRUIT TREE STOCKS Etc.

At Lowest Prices

HUGO LOPAU, Pinneburg, Germany  
Near Hamburg

## TH S SPACE

**\$2.50 Per Month** Under Yearly Contract  
Including publication in both AMERICAN NURSERYMAN and AMERICAN NURSERY TRADE BULLETIN.  
One Month: \$2.80 in both.

When writing to advertisers just mention American Nurseryman.

## CLOSING TIME:

FOR TRADE ADVERTISEMENTS

### AMERICAN NURSERYMAN

First Forms: - 25th each month

Last Forms: - 27th each month

If proofs are wanted, copy should be in hand ten days previous to above dates.

American Fruits Pub'g. Co., P. O. Box 124, Rochester, N. Y.

### AMERICAN NURSERY TRADE BULLETIN

First Forms: - 10th each month

Last Forms: - 12th each month

### Some Yankee Nurseries

A writer in the Florists' Exchange describes entertainingly the visit by members of the Massachusetts Nurserymen's Association to the Nurseries of T. C. Thurlow's Sons, West Newbury, and Harlan P. Kelsey, Boxford, Mass. He says:

#### CHERRY HILL NURSERIES

Under the guidance of D. C. Stranger, manager of the Cherry Hill Nurseries and George C. Thurlow, the visitors soon spread out over the extensive grounds, finding at every step features of new interest. The nurseries are situated in a very pleasant location sheltered somewhat on either side by hills and judging from the growth of trees and shrubs, the soil must be just ideal for the production of strong and robust plants. Being in the possession of the Thurlow family for many generations, many wonderful specimens of trees planted years ago are to be found in the vicinity of the handsome homestead. The first to attract the visitors' attention is a noble Abies concolor 45 feet high, of absolutely perfect growth. It was planted by the father of the present proprietors and they have been offered \$700 for the tree, beside \$400 for the job of moving it, but money will not buy this tree. A white spruce, a Koster's blue spruce, Acers and other species of handsome trees of unusually fine development surround the residence, but, no less beautiful or ornamental and utilitarian are the grand hedges of thuja, spruce and hemlock. Some of these are 15 feet or more in height and almost as wide; perfect to the last inch. While these hedges contribute immensely to the beauty of the home grounds, they also perform the duty of protecting the seed beds situated beyond on the other side.

"The Nurseries proper contain many acres of all the commercial evergreens and deciduous trees and shrubs. Especially noteworthy are the large plantings of kalmias and rhododendrons and also the thuyas, retinosporas, hemlocks, etc., in all stages of growth. Then there are large plots of Taxus and Andromeda, a grand lot of white and red dogwoods of which it may be said that better ones will be very hard to find anywhere. Japanese maples and purple beeches of excellent quality and in all sizes are also prominent, together with fine magnolias and a general selection of all the ornamental shrubs and roses, hydrangeas, etc. Phloxes, tritomas and irises are another specialty. It is impossible to enlarge upon the innumerable items to be found here but, it is easy to note that the main aim of the proprietors is to produce plants of the highest degree of quality, plants which are sure to please the buyer in every particular. A firm can accomplish all its aims when all the partners are on the job for the 365 days in the year, supervising every detail from beginning to end, and, with soil, location and climate all in their favor.

#### BOXFORD NURSERIES

"Mr. Kelsey's home is also nicely situated, although in a more level section, not far from the ocean. It is surrounded by noble trees and handsome shrubby plantings. The nurseries, adjoining the residence, spread far and wide, comprising, in general, individual plots of large size.

"The section which interested the visitors more than anything was the one which contained the seedling beds. Of these there are a great number. They are laid out under properly and substantially built lath arbors, which themselves are shaded just about right by tall trees on the sides and in the

rear. Talk about seedlings. There must be millions of them in all stages, from those just coming through the ground to those ready to prick off. They are growing as lustily as the grass in a meadow, with never a miss or sign of trouble. There are many varieties and species of rhododendrons, kalmias, azaleas, andromedas, leucothoes and a host of other things. Ericaceous plants are especially numerous. Then come the evergreens, of which many are sown in the open and doing equally well. Quarantine rule No. 37 has surely started some motion on this place and if every Nurseryman in the country should tackle the problem, as does Mr. Kelsey, the country would soon forget that we ever imported any plants at all. Moreover, here we find many a plant one would in vain ask for in almost any of the Nurseries. Mr. Kelsey is strong on valuable novelties and rare kinds of plants, what is more, he knows them and can tell you all about what is what, when and where. It would fill a list three yards long to mention just half of the names the reporter ran up against and his head is jingling yet, trying to get them straight. They don't seem to bother brother Kelsey much.

"In the Nursery we find some wonderful plots of this or that plant. There are two acres of Rhododendron catawbiense compactum, that are a sight, the same also for Leucothoe catesbaei and Taxus. The rhododendrons are shapely, round and compact and just smothered with buds. Along the extremely long main drives are planted, on either side, a row of one or the other of choice evergreens. There is one alley of blue spruce, which is a wonderful sight. Other alleys consist of Abies Fraseri, hemlocks or one or other of the spruces. Two acres of Tsuga caroliniana are just about perfection itself also a lot of Pinus ponderosa.

"A large block of Cornus rubra was much admired. Mr. Kelsey is admirable guide, willing and able to satisfactorily and intelligently explain and enlighten; the visitors ap-

preciated this particular quality very much. It is so different from what one is obliged to put up with in many Nurseries. Rhododendrons are made much of in this Nursery. Many of the new hybrids are under culture and observation. Among these are large sowings of Rhododendron Louise Hunnewell and R. Schlippenbachii. Also many of the introductions from the Arnold Arboretum, which include members of many rare species. Daphnes are well represented in fine lots and specimens. Taken all in all, Mr. Kelsey is surely 'some' Nurseryman, but he is also 'some' student and botanist and, as all who have the pleasure to know him, a man of go and pep, qualities that are needed very much in the Nursery business at present."

#### WHERE REAL PROGRESS LIES

Just at present real progress in the American Nursery Trade appears to lie mainly in the activities of the district Nursery associations. The proceedings of the Southern Nurserymen's Association, as reported in this issue, read like a continuation of the memorable convention of the American Association of Nurserymen of June 1920. "There were interesting talks and papers with lots of vim and punch which ministered to the trend of things that will carry on-ward and upward. The boys talked plain, the coin was on the counter and everyone counted the change."

There's pep in that. There's determination, too.

It looks as though real progress may have to be looked for in the district associations. Out on the Pacific Coast in July the Nurserymen through their district association went on record again for a definite purpose, high ideals, regulatory action and real progress.

Charles G. Schoener, Edward B. Olver and George W. Olver of the Fairview Nurseries, have incorporated for \$25,000 the Federal Nurseries, Rochester, N. Y.

The Southern Nurserymen's Association will meet next year in Lexington, Ky.

## WHEN YOU GET TO KNOW A FELLOW

### Introductory Remarks By President Paul C. Lindley At Southern Association's Meeting, Chattanooga.

This is your convention to make of it what you will. Its success will depend in a large measure upon the attitude of mind and heart with which you attend the sessions. I would like to call you by your

first names and you address me as Paul. I know very little concerning parliamentary rules,—what I desire is that we all get together, know each other. Listen to this, I do not know the author; it's good, it's what I mean:

#### WHEN YOU KNOW HIM

When you get to know a fellow, know his joys and know his cares;  
When you've come to understand him and the burden that he bears,  
When you've learned the fight he's making and the trouble in his way,  
Then you find that he is different than you thought him yesterday.  
You find his faults are trivial and there's not so much to blame  
In the brother that you jeered at when you only knew his name.

You are quick to see the blemish in the distant neighbor's style,  
You can point to all his errors and may sneer at him the while  
And your prejudices fatten and your hates more violent grow,  
As you talk about the failures of the man you do not know,  
But when drawn a little closer, and your hands and shoulders touch  
You find the traits you hated really don't amount to much.

When you get to know the fellow, know his every mood and whim  
You begin to find the texture of the splendid side of him;  
You begin to understand him, and you cease to scoff and sneer  
For with understanding always prejudices disappear,  
You begin to find his virtues and his faults you cease to tell,  
For you seldom hate a fellow when you know him very well.

When next you start to sneering and your phrases turn to blame,  
Know more of him you censure than his business and his name;  
For it's likely that acquaintance would your prejudice dispel  
And you'd really come to like him if you knew him very well,  
When you get to know a fellow and you understand his ways  
Then his faults won't really matter, for you'll find a lot to praise.





### This Season We Are Boasting About The Following:

**TWO YEAR PEAR**, as fine as we have ever grown.  
**ONE YEAR PEACH**, splendid trees, standard varieties.  
**PRIVETS**—all kinds—we are headquarters for these this year.  
Of course we have our usual supply  
of fruit trees, roses, shrubs etc.  
The growing season with us has been ideal thus far and our stock  
looks unusually well. **TRADE LISTS NOW READY. IF YOU HAVE  
NOT RECEIVED YOURS WRITE FOR SAME.**

Send us your want lists.

The HUNTSVILLE WHOLESALE NURSERIES, Inc., Huntsville, Alabama

### TWICE-A-MONTH Nursery Trade Publicity

On the 1st and 15th

AMERICAN NURSERYMAN

NURSERY TRADE BULLETIN

**Quercus palustris (Pin Oak)**  
**Fraxinus americana**

(White Ash)

**Populus nigra fastigiata**  
(Lombardy Poplar)

**Ulmus monumentalis**  
(Cornish Elm)

Ask for our prices before ordering

**AUDUBON NURSERY**

H. VERZAAL, General Manager

WILMINGTON, P. O. Box 275 N. C.

**Seeking Blackberry Plants**—The Martin Truck Growers Assn., Martin, Tenn., on August 26th pledged 162 acres of strawberries and 45 acres of blackberries. County Agent R. E. Ellis reported that he had written to several Nurseries in regard to blackberry plants and had received prices ranging from \$15 to \$30 for 1,000 plants. He said that if it were impossible for them to procure the plants at reasonable prices this year the association should not abandon the blackberry project in the least, but prepare for a larger setting the following season and in the meantime, those intending to set blackberries should obtain a few wild settings in order to gain practical experience in raising the crop.

**The Grape Growing Drama**—A government expert who has watched this whole drama of the grape and prohibition, predicts that the grape industry will be ruined, simply by the demoralization which has overtaken it. Men are overcropping their vineyards and ruining them. Men are planting and buying vineyards as a speculation, and in bad years many of them will fail. All stability and certainty have been taken out of the business, he argues.

On the other hand, it seems probable to some that the business will tend to stabilize. The status of the home vintner will be definitely settled. The experience of a number of years will show just how many tons of grapes he uses per annum. The supply will adjust itself to the demand. New channels of trade will be developed. The vineyardist may yet return to the peaceful security of an assured market.—Frederic J. Haskin.

**Bumper Peach Yield**—Romeo, Mich., has a peach orchard which is attracting attention, 185 acres, which six years ago was set to apples using peach trees as fillers. There are 22,000 trees and this year's crop was estimated at 15,000 bushels. Manager Griggs attributes the bumper crop to the fact the orchard was located in a high altitude with perfect air drainage, which greatly relieved the orchard from the effects of late frosts, and the adaptability of the soil for fruit growing. He says that a tractor is kept continuously working the soil until the fruit attains such growth that it must be discontinued and that they have been able to keep away insects and usual tree disease.

See you saw it in AMERICAN NURSERYMAN

### THIS SPACE

\$5.00 Per Month

In Two Nursery Trade

Monthly Journals

Under Yearly Term

One Month \$5.60 In Both

### The Art of Landscape Architecture

BY SAMUEL PARSONS

Fellow of the American Society of  
Landscape Architects; author of "Land-  
scape Gardening," etc.

An octavo volume of 347 pages  
with 57 illustrations, setting forth  
the underlying principles of land-  
scape gardening. The chapters  
consider lawns, plantations, roads,  
paths, grading, rocks, water,  
islands, location of buildings, lay-  
ing out of grounds, scope and ex-  
tent of estates, maintenance, gar-  
dens and parks.

Price \$3.80

American Fruits Publishing Co.

Rochester, N. Y.

### GRAPE VINES

Gooseberries  
Raspberries

Currants  
Strawberries

Best varieties. Well rooted and vigorous  
plants. Catalogue sent to you free. Write  
for it today.

T. S. HUBBARD CO., Fredonia, N. Y.


### SPHAGNUM MOSS. BEST QUALITY

Standard size in burlap: 5 to 25 bales, at  
\$1.00 per bale. 25 to 100 bale lots, at 95¢  
per bale. Wired bales, from 5 to 25 bales, at 70¢  
per bale. 25 to 100 bale lots at 65¢ per bale.

Write for prices on car lots. Cash with  
order on all lots less than car loads.

M. L. Hancock & Sons, City Point, Wisc.

### Strawberries

Summer and Fall Bearing  
Seedlings for Strawberry  
and Fruit Plants of all kinds. Rasp-  
berries, Blackberries, Currants,  
Gooseberries, Grapes, Fruit Trees,  
Dwarfed, Standard, Apple for Hatching,  
Orchids, Bulbs, etc. Catalog free.    
L. J. Farmer, Pulaski, N. Y.

Remember the Mid-Month Issue of the

### AMERICAN Nursery Trade Bulletin

FOR TRADE ANNOUNCEMENTS

Forms close on the 12th.

39 State St.

ROCHESTER, N. Y.

### NOTICE

To all American Nurserymen and Seedmen  
desiring to keep in touch with commercial horti-  
culture in England and the continent of Europe  
Your best means of doing this is to take in the

### HORTICULTURAL ADVERTISER

Our circulation covers the whole trade in Great  
Britain and the cream of the European firms.  
Impartial reports of all novelties, etc. Paper free  
on receipt of \$1.00, covering cost of postage yearly.  
As the H. A. is a purely trade medium, applica-  
tions should, with the subscription, send a copy of their  
catalogue or other evidence that they belong to the  
nursery or seed trade.

Established 1883

H. A. LTD., Lowdham, Nottingham, Eng.

When writing advertisers just mention  
American Nurseryman.

### WE SUGGEST RESERVATION OF ADVERTISING SPACE NOW FOR THE COMING ACTIVE MONTHS

In The **American Nurseryman** Chief Exponent of the  
American Nursery Trade

Every Advertisement is repeated in the AMERICAN NURSERY TRADE BULLETIN, thus covering the Trade. See  
Schedule of Information on other page of this issue. Ought your two-inch card to be standing regularly in the "Di-  
rectory of American Plant Propagators," as in this issue. \$5.00 per mo. for 2-inch space under yearly term.

AMERICAN FRUITS PUBLISHING COMPANY, Inc., 39 State St., Rochester, N. Y.

## American Fruits Company's Library Opportunities

### PRACTICAL BOOKS ON HORTICULTURE, NUT GROWING, NURSERY PRACTICE

Any of the following books will be sent on receipt of price by AMERICAN FRUITS PUB'G CO.,  
123-125 Ellwanger & Barry Bldg., ROCHESTER, N. Y. Prices subject to change.

American Apple Orchard By F. A. Waugh.....	\$1.90	Insect Book—Dr. L. O. Howard... 6.30	Principles of Floriculture..... 3.40
American Fruit Culturist By John J. Thomas.....	3.65	Insects and Insecticides—Weed.... 2.15	Parsons on the Rose—Parsons..... 1.75
American Grape Culture—Munson.. 2.65		Insect Pests of Farm, Orchard and Garden—Sanderson and Peairs.. 4.65	Peach Culture—J. A. Fulton..... 1.65
American Grape Growing and Wine Making—George Husmann .... 2.15		Irrigation Farming—L. M. Wilcox. 2.40	Peach Growing—By H. P. Gould... 2.65
American Horticultural Manual By Budd-Hansen, two vols.....	3.15	Irrigation for the Orchard—Stewart 1.75	Pear Culture for Profit—Quinn.... 1.35
American Peach Orchard—Waugh. 1.90		Land Drainage—Joseph H. Jeffrey. 1.40	Picturesque Gardens—Henderson.. 2.25
Bulbs and Tuberous-Rooted Plants 2.15		Landscape Gardening—Art of Landscape Architecture—Parsons.... 3.65	Plant Breeding—By Dr. L. H. Bailey 3.40
Busb. Fruits—By F. W. Card..... 3.15		Landscape Gardening—Downing's Famous Work—10th Edition—Revised by Waugh..... 6.00	Plant Propagation: Greenhouse and Nursery Practice—M. G. Kains 2.40
California Fruits and How to Grow Them—E. J. Wickson, A. M... 4.15		Landscape Gardening—Hedge and Garden's Book of Plants, 9 1/2 x 12 1/2, 400 Illustrations..... 5.15	Plums and Plum Culture—Waugh. 2.65
Citrus Fruits—J. E. Colt..... 3.40		Landscape Gardening—Kemp—Revised by F. A. Waugh..... 2.15	Plant Physiology—B. M. Duggar... 3.00
Commercial Apple Industry of North America..... 3.65		Landscape Gardening—Maynard.... 2.65	Practical Forestry—A. S. Fuller... 2.15
Cyclopedia of Agriculture By E. V. Wilcox-C. B. Smith... 3.75		Landscape Gardening—The Small Place—By Elsa Rehmann..... 3.65	Practical Fruit Grower—Maynard.. 1.00
Dwarf Fruit Trees—Waugh..... 1.00		Landscape Gardening—Puckler.... 3.85	Principles of Agriculture—Bailey. 2.00
Fertilizers and Crops By Dr. L. L. Van Slyke..... 3.40		Landscape Gardening—Cridland.... 2.65	Productive Orchard—F. C. Sears 2.65
Fertilizers—Edward B. Voorhees.. 2.65		Landscape Gardening—The Complete Garden—Albert D. Taylor. 6.15	Principles of Fruit Growing—Bailey 2.65
Field Notes on Apple Culture By Dr. L. H. Bailey..... .90		Landscape Gardening—O. C. Simmonds ..... 6.15	Principles of Pruning—Kains..... 2.65
First Principles of Soil Fertility By Alfred Vivian..... 1.40		Manual American Grape Growing—Hedrick ..... 3.40	Pruning Manual—By L. H. Bailey. 2.65
Forest Planting—H. N. Jarchow. .1.65		Making Horticulture Pay—Kains... 1.90	Putnam's Garden Hand Book..... 2.00
Forcing Book—By Dr. L. H. Bailey... 2.15		Manual of Fruit Diseases L. R. Hessler, H. H. Whetzel.. 3.15	Quince Culture—W. W. Meech.... 1.35
Fruit Growing in Arid Regions.... 2.75		Manual of Fruit Insects M. V. Slingerland, C. R. Crosby 3.90	Roses—How To Grow—Robert Pyle 1.35
Fruit Garden—P. Barry..... 2.15		Manual of Gardening—L. H. Bailey 3.40	Rose—H. B. Ellwanger..... 1.40
Fruit Harvesting, Marketing—Waugh 1.90		Manual of Tree Diseases—Rankin. 3.40	Sales Promotion By Mail..... 2.15
Fruit Insects—Crosby..... 3.90		Manual of Vegetable Garden Insects By Crosby & Leonard..... 2.90	Small Fruit Culturist—A. S. Fuller. 1.75
Fumigation Methods ..... 1.90		Manures and Fertilizers—Wheeler. 2.65	Soils—E. W. Hilgard..... 4.25
Gardening for Pleasure—Henderson 2.15		Modern Fruit Marketing—Brown... 1.90	Soils—Lyon-Fippin-Buckman ..... 3.40
Gardening for Profit—Henderson... 2.15		Modern Propagation Tree Fruits—B. S. Brown..... 1.65	Soils—F. H. King..... 2.40
Grape Growers Guide—Chorlton... 1.65		Nature's Garden—Neltje Blanchan 6.30	Soils—By Charles W. Burkett..... 1.90
Grape Culturist—A. S. Fuller..... 2.15		Nursery Manual—Dr. L. H. Bailey. 2.65	Spraying Crops—C. M. Weed..... 1.00
Greenhouse Construction—Taft ... 2.40		Natural Style Landscaping—Waugh 2.65	Standard Cyclopedia of Horticulture Edited by L. H. Bailey. In six volumes. 3,600 pages. 4,000 text engravings. 96 sepia half-tones. 500 collaborators. May be had on installment payments 48.00
Greenhouse Management—Taft..... 2.40		Manual Tropical and Sub-tropical Fruits—Popenoe ..... 3.90	Strawberry in North America—S. W. Fletcher ..... 1.90
Hedges, Windbreaks, Shelters By E. P. Powell..... 1.00		Nut Culturist—Andrew S. Fuller... 2.15	Strawberry Growing—S. W. Fletcher 2.40
How To Grow Roses—Robert Pyle. 1.35		Ornamental Gardening—E. A. Long 2.15	Successful Fruit Culture By Samuel T. Maynard..... 1.75
Injurious Insects—F. L. Washburn 2.65			Systematic Pomology—Waugh.... 1.90
Insects of Economic Importance—Herrick ..... 2.15			Ten Acres Enough—I. P. Roberts.. 1.75

A paper which gives the best value for the money to the reader will give the best value to the advertiser as well. I don't think there is any argument about the soundness of this view.—H. Dumont, Chicago, Ill., in Printer's Ink.

### The Whole Subject of Nursery Trade Publicity

By a system exclusively its own, this publishing company covers the American Nursery Trade thoroughly. Advertisements entrusted to its care are published first in the "American Nurseryman," through which they reach subscribers, and then are published in the "American Nursery Trade Bulletin" through which they reach the remainder of the trade. The rate for advertisements covers the double service, on the 1st and 15th each month. Forms close on the 25th.

BETTER THAN ANY TRADE DIRECTORY—Mailing Lists changed daily.

### American Nurseryman and American Nursery Trade Bulletin

ALL ADVERTISEMENTS ARE RUN IN BOTH PUBLICATIONS  
ABSOLUTELY COVERING THE TRADE

FOR THOSE WHO DO NOT ALREADY KNOW

**B**USINESS Announcements in this Chief Exponent of the Trade reach the Nurserymen of every State in the Union. An absolutely independent publication. Edited by the Founder and Dean of Nursery Trade Journalism in America, it continues its pronounced lead in movements which have characterized trade progress for a quarter of a century. Practically every important action on the part of Nursery organizations of the country, national, district and state, has been urged and foreshadowed in the columns of the "American Nurseryman" for months or years beforehand.

That is an unparalleled record. The proof is in print in the files of this journal, open to all.

THE AMERICAN NURSERYMAN, 39 State Street, ROCHESTER, N. Y.

ADVTG. \$2.50 INCH. CHIEF EXPONENT OF THE NURSERY TRADE. SUBN. \$2.00 YEAR  
An American Nurseryman Advt. Are included in American Nursery Trade Bulletin Monthly

### TRADE SENTIMENT

A letter recently received from President Robert Pyle of the Conard & Jones Company says: "Your recent issue serves to reinforce a conviction that has been growing with me that you are alive to the interests of the Nurserymen and sensitive to their needs. I want you to know that some of us appreciate the fact that we have a Trade Journal which may be counted upon to help boost the movements that are for the betterment of the industry generally."

The D. Hill Nursery Company in a recent letter said: "I am more than ever convinced that the "American Nurseryman," being an independent Trade Journal, is a logical medium which should be dominant in the Nursery Field."

"Your publication is doing a great work. We are all with you."—John A. Young, President, Aurora (Illinois) Nurseries.

Subscription: \$2.00 per year, Three Years, \$5.00

AMERICAN FRUITS PUBLISHING CO.,  
39 State St., ROCHESTER, N. Y.

## The Standard Cyclopedia of Horticulture BY Dr. L. H. Bailey

**WE** HAVE sold to Nurserymen and Horticulturists many sets of this Monarch of Horticultural Literature. It is the standard publication of the kind and should be in the library of every progressive horticulturist. As a reference book it is unexcelled. Six volumes, large quarto; 3600 pages; 24 full page plates; 96 sepia half-tone engravings; more than 4000 text engravings; 5000 collaborators; approximately 4000 genera, 15000 species and 40,000 plant names

Write for prospectus containing description and our offer.

AMERICAN FRUITS PUBLISHING COMPANY, Inc., 39 State Street, Rochester, N. Y.